

## SCREEN

## RADIO

## MUSIC

## STAGE

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# LOOKS "F" FOR "F" RAKE

**Broadway Legit Production Slow;  
Only 11 Starting Dates Set Till Dec. 1**

By JACK FULASKI

Broadway's legit season of 1947-48 will be exceptionally late in reaching active proportions unless producers speed up during the current month. So far only a few shows have fixed definite opening dates between now and Dec. 1, a record low of 11 being in that grouping. There are many more shows in various stages of preparation, and the list of debuts will be upped by a number of imports, but showmen generally are in no hurry to get into rehearsal. Some goes for actors, judging from the number sticking in summer stock.

Two shows are slated to open in late August, one being a double arrival. Only one has set a date for September and six are carded for October, mostly bunched together early that month. Some shows have productions in work that are not yet earmarked for start of rehearsals, and so there shows won't be retarded in opening if there should be a managerial rush. That could happen, especially if strawlats are more productive in Broadway possibilities than heretofore. And recognized (Continued on page 46)

## Internal Revenue

**Admits Failure To  
Nab One-Pic Outfits**

Washington, Aug. 5. Bureau of Internal Revenue has bogged down in its drive against Hollywood's single-picture corporations and has made virtually no progress during the more than a year it has been working on this matter. Although the bureau left information leak, months ago, that it was sending bills to various Hollywood biggies for additional income taxes, absolutely nothing has been done in this line yet, according to insiders in the bureau's main offices.

One-pic companies are designed to take advantage of the capital-gains situation under which they pay only 25% tax. These outfits fold after making one film, then form a new corporation under the same name and go to the state of a bill for aid (Continued on page 42)

**SEE N.Y.-TO-CHI TELE  
WORKING OKAY IN 1948**

Hollywood, Aug. 5. Transmission of video programs from New York to Chicago in 1948 was predicted by Norman Kersta, manager of NBC's tele department, to members of the NBC-Northeast Univ. Summer Radio Institute here last week. He said that coaxial cable would be completed by that time. Kersta also said that NBC expected to extend New York-Schenectady-Washington network to Baltimore in the next few months.

## Airline's Patron Pix

New Orleans, Aug. 5. Pix 5,000 feet above the Mississippi Valley may soon become a regular "passenger comfort" aboard Chicago & Southern DC-4 planes as a result of an experimental showing Thursday (31) on a ship traveling between Memphis and here.

Permanent installation of the equipment would make Chicago & Southern the first domestic air line in the U. S. to feature pictures during regular flights. Only stratum pix would be shown.

**Plenty Prospects  
For Pix Found  
On Hayloft Route**

Film finds among the eastern strawhat legit players have been few and far between thus far this season. But even though the 1947 barnyard cycle is already well past the midway marker, pic talent scouts from the majors are chalking up this season as one of the most successful in years in the number of young players who have been tagged promising prospects.

During this season, talent departments at RKO, Paramount and 20th-Fox have been making intensive forays into the backwoods, from Maine to Virginia, each one roving between 120 to 140 productions. Metro's talent gurus, who in past years gave full coverage to the strawhatters, decided to sit it out this year on the theory that the best ones of all finally come to Broadway anyway.

RKO talent chief Arthur Wall commented on his summer labors by saying "If the season turns up only one cracklerick kid like Barbara Bel Geddes, then I'm happy." (Continued on page 46)

**AAF IN WORLD-WIDE  
PICTURE COVERAGE**

Washington, Aug. 5. The Army Air Forces is reorganizing and expanding its motion picture service, including new world-wide pic coverage of AAF events.

Other unit and group circuits are about to get under way, with the first crew leaving for Germany very soon. Other units are being dispatched to Japan, Greece, Austria and other areas to make belated records of AAF activities. It is understood that the AAF will begin feeding prints of the pictures to the nearest cameras, as in the case during the war.

In order to build up its photographic setup, the AAF is taking (Continued on page 47)

## 'GUBBS' ALREADY OVERCHARGES

By ABEL GREEN

London, Aug. 5. London's "foodies," flourishing more and more as a "gray market" means of circumventing the law, give the average American-in-London the feeling that the speakery era is back again.

These "clubs," with their pseudo-exclusive memberships, constitute the major means of getting what little there is left of London's meager luxury. Following recommendations, "admission" and "membership" fees of one pound each—\$3 in all—the member has the privilege of paying ceiling prices for meals.

Fashionable town houses are packed for luncheon, dinner and supper with hungry Londoners who already are griping at the \$40 vacation-also restrictions as of Sept. 1. Within the tight little life the blackettering in food and drink is the one big problem next to dollar exchange and the Labor government. Americans are welcome with "honorary" memberships in these clubs, for obvious reasons.

Wise hotel guests find that they get better food eating in their room than in the formerly fashionable stillrooms because the upstairs diners (Continued on page 46)

**SEE ATTLEE KEY  
TO U.S.-ANGLO  
PIC TAX**

London, Aug. 5. Prime Minister Attlee's statement to Parliament tomorrow (Wednesday) that the alternative plan might provide the answer to the film industry's plea to have to state off an ad valorem tax on Hollywood product, American film industry is understood to have been transmitted yesterday (Monday) by Motion Picture Assn. prez Eric Johnston to Chancellor of the Exchequer Hugh Dalton. Johnston's plan, details of which are confidential, is understood to ask for the revival in some form of wartime coin-freezing measures rather than the proposed duty based on earnings of a film in Britain.

(In New York it was disclosed Monday) that the alternative plan proposed by the MPA was (Continued on page 29)

## Provocative Title

Operators at 20th-Fox's New York exchange and the telephone with the name of the company, plus the title of one of the current company's pictures. For instance: "Good morning, 20th Century-Fox, Forever Amber." Dalton is now walking over release of "The Snake Pit."

**Penny-Poor Demos Can't Match GOP,  
Which Plans Spending 100G on Air Time**

Washington, Aug. 5.

## Spain Nixes Carl Spook

Mexico City, Aug. 5.

Pic censors in Spain have nixed the Mexican film "El Rey se Divierte" ("The King Is Amused"), a spoof on ex-King Carol of Rumania, made by Producciones Movistar with Carol lived in Mexico, which was during most of the war. Pic did not suit in Mexico.

Carol's friends made some objection to production of the pic, but to no avail. Carol himself is said to have been amused when he saw it in a local cinema.

**Soviets, Yanks  
Near Deal—On  
Sale of Pictures**

The Russians are giving signs of shelving their veto in the long drawn-out negotiations with the Motion Picture Export Assn. for importation of American films. They have agreed in principle to the U. S. industry's demand on a deal for a sizable block of films to be accepted over a period of time, rather than for very occasional spot buys of a few pic.

Agreement puts the Soviet and U. S. filmmakers the closest they have ever been to consummating a lasting buy for his principles.

Russians opened the negotiations with the expressed desire of buying the deal for his principles. The deal was not acceptable. Desire of American companies to have their product play in the Soviet Union was stressed by Maas, but he indicated (Continued on page 46)

**WORLD CULTURAL WEB  
PLANS TAKING SHAPE**

Washington, Aug. 5. Plans for a worldwide cultural radio web are very much alive again, it was disclosed last Friday (1), when Lloyd Free, special assistant to the director of OPI (Office of the State Dept., flew to Paris to handle with experts of countries on plans for an international net. Such a network would operate under the aegis of both the United Nations and UNESCO. Free was formerly counselor on mass media in the secretariat of the preparatory commission of UNESCO. Talk of a worldwide cultural radio web has been going on for a long time, but it is now being put to be dying out in recent months.

The Republicans are way up ahead of the Demos in their use of radio time, according to reports here. While the Republican National Committee is coordinating a heavy barrage of broadcasts on network and local station time, the Democratic National Committee is still struggling along without a radio director or sufficient cash in the till to buy platters for its rank and file on Capitol Hill. While the Demos get an even break in use of political ether on the networks, they are not going after radio time with anything like the GOP's enthusiasm.

Result is that the Republican Congress may have an easier job of maintaining itself in power next year and President Truman will probably have to battle the toughest GOP salivars in '48. Observers here are amazed that the Demos, with the example of FDR and the fireside chats before them, are missing a bet on radio. The Republicans, it seems, have learned more from FDR's radio record than have the Demos and are working hard to (Continued on page 42)

**See Demand for Big  
Nitory Names; Modest  
Supporting-Act Coin**

Nitory owners converging on New York to buy talent from major and indie talent offices indicate that the forthcoming season will produce an unprecedented demand for names around \$500 or over, is unusually high to highest points in history at the expense of middle and lower salaried performers.

The operators, according to the talent agencies, declare that bidding for performers such as Sophie Tucker, Joe E. Lewis, Lena Horne, Milton Berle and others selling for around \$500 or over, is unusually high because operators are unwilling to take chances with anything but proven draws. They feel that with nitory business on the wane because of the general recession in the entertainment industry, the only way they can maintain profitable levels is with top names.

On the other hand, they feel that they'll make up for the super salary of the headliners by booking but proven draws. They feel that cheaper surroundings, like Monte Proter, supports heavily on the (Continued on page 38)

**DURANTE, LAWFORD  
TEAM UP FOR VAUDE**

Hollywood, Aug. 5. Jimmy Durante is rehearsing a new vaude act with Peter Lawford on the NBC-Northeast Univ. scenes in "On An Island With You." Fair would step out on a stage tour if it didn't arrange their joint commitments.

# No Serious Difficulties on Taxes For Amus. Industry Seen In U. S.

Washington, Aug. 5.—While there is considerable overlapping between the states and cities and the Federal Government in the field of amusement taxation, it provides no serious conflict which would require early action to straighten out. This is the conclusion of a Treasury tax study of Federal-state taxes.

If this yardstick should be adopted by Congress in its plan to overhaul the Federal tax system, it would indicate there would be no speedy change in the 20% Federal tax bite. "All factors considered," says the report issued Sunday (3), "there are no compelling reasons for an immediate coordination effort in the field of amusement taxes. Due to the fact that interstate commerce is not a consideration, states and municipalities are able to administer this group of taxes with reasonable success."

"The expanding use of admissions tax at the local level this has created no special problems. In only a few cases are city and state amusement taxes overlapping. Of the cities, only those in Alaska, Missouri and West Virginia operate state taxes and in the case of Missouri, only the tax is of considerable application."

The Treasury figures show that 21 states have admissions taxes, including those states where the bite is part of a statewide general sales tax. There are 100 cities in 20 states which have been applying an admissions tax. This does not include states such as Alaska, which recently authorized cities to collect an admissions tax.

The Federal Government instituted its first 10% bite on admissions in 1917, changing to 20% in 1943. In most years three have been exemptions. These have varied from 3c, in 1917 to \$2 in 1929. Since 1941, there has been no exemption.

The pre-war Federal yields were \$100 million. In 1946, the tax brought in only \$21,900,000. In fiscal 1946, the return to the government was \$415,000,000, including the bite on nightclub checks.

The first state amusement tax was levied in Tennessee in 1921 and was set at only 50% of the Federal tax, then 10% and with a 10 cent exemption.

## OK Tax In 7 Ohio Cities

Alton, Aug. 5.—Officials of seven northwestern Ohio cities have voted to recommend the respective city council the enactment of uniform ordinances for a 3% admission tax without any exemptions. The state admissions tax is due to expire Oct. 1.

Towns affected are Port Huron, Fremont, Findlay, Tiffin, Mansfield, Van Wert and Bucyrus.

## Shelby, O., 3% Tax

Shelby, O., Aug. 5.—City Council of Shelby is expected to enact a 3% admission tax, as recommended by Mayor Frank C. Long.

## Admiral Ripley to Sea

Albany, Aug. 5.—Robert L. Ripley will sail his Chrysler liner, the Monarch up the Hudson river to Albany Friday (8), where he will do the weekly net broadcast from the boat or the Ten Eyck hotel. He will address the Rotary Club, hold a press conference and make a personal appearance at the Palace theatre. Ripley's "Believe It Or Not" cruise will be honored by Saratoga Springs on "Ripley Day," and will appear with Sophie Tucker at the New York Stock club.

Ripley, whose Albany area dates are being publicized by Hearst's radio network, will take the ship back to New York, with the winner of the local "Believe It Or Not," on Sunday. Hudson river valley may have been invited to go aboard the junk at Albany.

## Kjellin's DOS Debut

Hollywood, Aug. 5.—Ait Kjellin, Swedish film and stage star inked by David O. Selznick, debuts with one of the top roles in the Jennifer Jones starrer, "Tender Is the Night." Picture, based on an F. Fitzgerald novel, rolls early next year.

Kjellin, accompanied by his wife and two-year-old son, is already en route in New York on board the Gripsholm.

## Sports Shorts

There were over 10,000 in attendance at Jamaica track Stadium (2), gateway day, before the first race. The attendance was 10,000, it being a 30% increase over the daily average at the Long Island Stadium.

When the game at the Yankee Stadium was postponed last Sunday, the game was postponed for "threatening weather." It was the first time in baseball history for such a delay. The game was postponed plenty. Bunches of youngsters, who brought their lunches, were disappointed, not understanding how the game could be called off despite bright sunshine, although it was not cloudy in the morning. Understood the move was made to conserve the team's pitchers, those crack Yankee fingers, ailing. Still, the replacement pitchers are doing plenty okay and the team is away out in front in the American League.

## Betty Grable Tops Skouras, Her Boss, By 436 In Salary

Philadelphia, Aug. 5.—Betty Grable's \$229,232 pay from 20th-Fox in 1946, topping by \$43,411 the \$255,923 income of her boss, 20th-Fox executive, Charles P. Skouras, president of National Theatre Agency, Inc., Inc., a subsidiary producing settlement of a \$1,000,000 exchange of stock between the two companies, according to the corporation's annual report to the Securities Exchange Commission.

The report, which, as in all incomes listed by the SEC, represents the gross before payment of taxes, also revealed that Charles P. Skouras, president of National Theatre Agency, Inc., Inc., a subsidiary producing settlement of a \$1,000,000 exchange of stock between the two companies, according to the corporation's annual report to the Securities Exchange Commission.

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## Cary Grant to England For Korda Pic Talks

Friday (1) to finalize his British film deal with Sir Alexander Korda. Korda declared that both he and Korda have two untold stories in mind, but his filmmaking in Britain probably won't begin until next January. He plans to stay abroad for one or two weeks, then is due for a return to Hollywood, as per Hodgins' way, "Mr. Blandine Builds a Dream Home," at RKO upon his return.

Korda originally was to have been contacted last week by his new partner, but was held up by his mother, who was painfully injured last week. Korda is expected to make a guest appearance before the Hollywood Bowl on Sunday. He came out of the collision with two badly cut eyes and a gash in his nose, which required five stitches to close. Riggs was taken to a hospital immediately but was able to return home a short time later. The accident, of course, canceled out his date at the RTC.

## Riggs, Cut in Car Mishap, Nixes Radio Reunion Date

Pittsburgh, Aug. 5.—Tommy Riggs' radio reunion has been spending some time here with his mother, who was painfully injured last week. Korda is expected to make a guest appearance before the Hollywood Bowl on Sunday. He came out of the collision with two badly cut eyes and a gash in his nose, which required five stitches to close. Riggs was taken to a hospital immediately but was able to return home a short time later. The accident, of course, canceled out his date at the RTC.

Apparent to have also been a sentimental anniversary, since it would have been almost 10 years to the date that Riggs and Korda began their career in radio first as half of the team of Riggs & Korda and later as a single act. Betty Lou, got his first bite break on the old Rudy Valley show.

## 26th WEEK KEN MURRAY

Ken Murray, 26, of Hollywood, Cal. Coming soon, the most unusual picture yet made. KEN MURRAY'S "The Blackout," AND "COO," in Trucolor. A Republic release.

## B'way Columnists to Be Unbilled Collaborers On Film Rap at New York

Hollywood, Aug. 5.—Broadway columnists may well receive a questionnaire on which they'll be asked to enumerate the 20 most objectionable aspects of living in New York. Results of the poll will be used in Screen "So This Is New York," based on Ring Lardner's "The Big Town." Sharp-hunged Henry Morgan, the cynical editor who lampooned radio commercials, will be chief protagonist of the cynical Lardner philosophy that "everybody on Broadway is a liar." (Continued on page 38)

## TRANSCRIPTION SHOW FOR ORSON WELLES

No timewaster is Orson Welles. Simultaneously with reports from Hollywood that it is likely to be in and direct a play there, word has been received from Hollywood that Welles is to be closed. He'll do a series of three-half-hour transcriptions a week for U. S. State.

London arrangement is for Welles possibly to do the legit under the banner of B. Cochran, with financial backing by Sir Alexander Korda, for whom Welles is to produce, write, direct and act in "The Play is being set for late fall or early winter with the picture to be made in London next year.

Welles is now in London huddling (Continued on page 45)

## Lillie-Buchanan Set For New Charlol Revue

The new Andre Charlot revue is now set to revive with two of its original stars, Beatrice and Jack Buchanan, with Gertrude Lawrence definitely not to be in it. The show will open in London next week. Odd fact is that musical will be put together in Britain, where it was first acted out a few weeks, then brought to the U. S. by Jack L. Warner from a British players unknown in America.

## Warners Skeels Biog Champ Seabiscuit, Turf Chop

Hollywood, Aug. 5.—Seabiscuit's racing film, now being filmed by Warners. Rights to the story of the late turf champion were bought by Jack L. Warner from C. S. Howard, its former owner. Picture, to be titled "The Story of Seabiscuit," will be made in Technicolor and directed by David Butler, who piloted the heavy-grooved horse film, "Kastaway." Under the Sea Sovereign, one of Seabiscuit's progeny, will play his sire on the screen.

## Europe to N. Y.

David Farrar Emerson, Norman Foster, Lawrence Macgrath Peggy Phillips Eleanor S. Stier Robert Bertie Robert Weait

# State Dept. Info Div. Takes Belt in Under Congress Cuts; Benton to Stay On

Washington, Aug. 5.—State's international information division will be cutting its cloth to match its reduced personnel. Asst. Secretary of State William Benton declared at a press conference last Thursday (1), but disclosed that his operation will be one of much better than the public generally realized.

Benton, incidentally, killed off reports that he intends to quit by asserting that he would stick around as long as he could do a job. In addition to stepped-up efforts in Russia, the State Dept. will inaugurate programs in Arabic and Persian, beginning in October. P. programs in less critical areas will be reduced to provide the necessary funds.

Benton said he was confident that when some 80 Congressmen, including a special committee of the House and Senate Foreign Affairs committees, report from their congressional junkets this summer, the "Voice of America" would win much greater support on Capitol Hill.

In accordance with the necessary cuts, Benton is reorganizing his section.

1. Office of International Information and Cultural Affairs (OICA), which is the Office of International Educational Exchange (OIE), latter is the title in the Mundt bill which would be reduced to four under permanent agency of the State Dept.

2. The 10 operating divisions of OICA will be reduced to four under permanent agency of the State Dept. The seven separate press, publications and motion picture divisions of OICA will be reduced to four under permanent agency of the State Dept.

3. The Washington and New York staffs will be reduced from 1,013 to 608. The overseas staff will drop from 1,813 to 897. Offices have already been closed in 10 countries. Other than general operations, \$20,000, or 60% of the \$34,000,000. One of the biggest reductions in the picture division has been dropped from \$2,700,000 last year to only \$400,000 this year. "Voices of America" will be cut from \$1,000,000 to \$750,000. Benton cut virtually all he asked for OICA's special projects in Latin America.

## STRIKE BALLOT MAILED TO MEMBERS OF SAG

Hollywood, Aug. 5.—Ballot containing two questions, ratify or strike, was mailed to 9,000 members of the Screen Actors Guild yesterday (Mon.), accompanied by a detailed summary of the proposed one-year contract with the motion picture producers.

Questions on the ballot are: "Shall the revised basic agreement be ratified?" "Shall the board of directors of Screen Actors Guild be empowered to call a strike at such time as it sees fit against any producer who does not sign the revised basic agreement by 1949 or on before Aug. 15."

"Deadline for the return of the ballot to the SAG office is mid-night, Aug. 14.

## Sues Birdwell for 16G

Hollywood, Aug. 5.—Press agent Russell Birdwell is being sued for \$17,000 on money allegedly borrowed from actress Paula Goddard. Calkins was instituted through attorney S. Schwartzberg for I. Ginsberg, who claims the debt has been assigned to him.

Plaintiff reported \$600 of the debt has been paid and that Birdwell acknowledged the debt. Schwartzberg also claimed that Birdwell failed to file his client last week that he was working for Charles Chaplin at a good salary but that his income after taxes is only \$150 weekly.

Birdwell had no comment.

## N. Y. to Europe

Judy Garland about Jack Buchanan Virginia Field Paul Fother Max Gordon Cary Grant Frederick Lillie Beatrice Lonsdale Norman Foster William S. Paley Samuel Schreiber Elizabeth Taylor Jack Train

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## N. A. to N. Y.

Neil Agnew Lou Astor William Brennan Buddy Carey Buddy Coleman Luther Davis Bruce Dodge Paul Douglas Ed Gertlich Ben Gerson Bill Grets Sid Grauman Jacques Grunier Max Harbo Mark Hellinger Betty Hutton Arthur W. Kelly Milton Kramer Paul Lukas, Jr. Lester Lewis Al Lichtman Paul Lukas, Jr. Carmen Miranda Maria Montez Paul Lukas, Jr. Gregory Peck William Flier Grace Kelly Dr. Seuss Sebastian Cabot Toshi Sagan Norman Shearman Bernard Stern Donald Ogden Stewart Herbert Stothard Paul Lukas, Jr. Ben Washer Jacqueline White Cary Wilson

## N. Y. to L. A.

Robert S. Benjamin Rene Clair Paul Fother Max Gordon Cary Grant Frederick Lillie Beatrice Lonsdale Norman Foster William S. Paley Samuel Schreiber Elizabeth Taylor Jack Train







**"The Bachelor  
beats the re  
opening week  
St. Mary's" at  
Radio City M**

RKO  
PRESENTS

CARY MYRNA  
**GRANT · LOY**

*The Bachelor and the BO*



with RUDY VALLEE · RAY COLLINS · HARRY  
A DORE SCHARY PRODUCTION • Directed by IRVING REIS

**and the Bobby-Soxer"**  
**word-breaking**  
**ks of "The Bells of**  
**nd "Notorious" at**  
**usic Hall!**



Hollywood, Aug. 5.  
The world - premiere of "Uncou-  
quered," Cecil B. de Mille's Para-  
mount tinter, has been set for Sept.  
12 at the Carlton theatre, London.  
Producer sails on the Queen Mary  
Aug. 27 for the prem.  
American debut will be held Oct. 3  
at Loew's Penn. Pittsburgh.

# Exhibitor Showmanship Pointed Up By Jack Warner as B.O. Threat Offset

Chicago, Aug. 5. Revival of showmanship in exhibition circuit without impairing product quality will be sufficient to offset threats of a serious boxoffice recession, Jack L. Warner declared today (5) at a Warner Bros. sales convention attended by 125 members of the country's western sales organization. Ben Kalmenson, vice-president and general sales manager, who headed the similar eastern sales convention in New York, July 31-Aug. 2, is presiding. Chiff session, for three days, opened yesterday (4).

Warner, exec veepee in charge of WB production, announced that the Burbank studio will maintain a capacity production schedule through 1947-48, during which season WB will release about the same number of features as last year. Last year WB released 23. In announcing this year's schedule, Warner warned the exhibitors that they would "be facing a competitive market much as you have to reach far back in your memories to recall. We are dealing with value-conscious exhibitors all along the line," he said, "and they mean to get their money's worth out of a picture or they won't be ready for the cameras. Emphasizing that the WB studio that 47 properties are available, some of which Warner broke down the 47 properties as follows: 24 romantic dramas, 10 adventure stories, five comedies, four musicals and six under the heading of mystery, romance and thriller. Included among these were 35 Broadway light plays, 11 by Christopher Isherwood, "Loves Mary," "Johnny Belinda," (Continued on page 18)

# Warners Has Several Wrinkles to Iron Out

In Newsreel Buy-out

With Warners entering the newsreel market next year for the first time in its history, it's expected to have an advantage over the four other companies already in the field by not being subject to the agreements now in effect among the newsreels. Numerous American in coverage remain for WB to iron out, however, before it's believed the company will be ready to compete on an equal footing with its competitors.

Universal, Metro, Fox-Motionette and Paramount now operate on a pooling basis in both Germany and the Far East, a carryover from the (Continued on page 18)

# MONO'S AA OUTFIT VOTED INTO MPA

Voting of Allied Artists into the Motion Picture Assn. and the Motion Picture Export Assn. last week marked the only minor MPA's in the MPA and the first minor to join the MPEA since the export pool was rechartered last year. The MPEA is an affiliate of Monogram, with the same officers serving both companies.

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Coming of AA into the Export Assn. especially in the Far East, that body since it is set up as a national film monopoly to deal in those countries abroad which have national film monopolies. Each new member is added to the eight major bodies that originally composed the MPEA. Likewise it gives the MPEA greater control over the showing in foreign territories of films imitated to U. S. interests.

# 6 Into Production For Metro This Month

Hollywood, Aug. 5. Six features, including two under independent banners, go into production at Metro this month, three of them in Technicolor.

Indies are "State of the Union," by Liberty Films, and "Don't Cry," by Sierra Pictures. Metro's own starters are "Luxury Liner," a "Hollywood" production, starring Clark Gable, "Hills of Home," starring Lassie, and "The Big City," starring Margaret O'Brien.

# British Treasury Controls Pic Com O.U.S. Showings

With British economists and leaders leading the way, the desperate situation in England's dollar-exchange shortage, it's been revealed, may lead to the American dollar being used by J. Arthur Rank or other British producers whose grossing is benefited considerably.

All earnings of British films in the U. S. are deposited in banks under jurisdiction of the British treasury, with British producers getting pounds sterling in return. British exhibitors are not allowed to purchase foreign and other commodities in the U. S. As a result, the government has been forced to allow British films that play here by getting a license to latch onto much-needed dollars. Motion Picture Assn. presy Eric Johnston, in fact, stressed last week that the British industry has been virtually become one of that country's chief gatekeepers of foreign exchange.

Rank's payment is part of the government's dollar - conservation plan, which has been in effect since the outbreak of war in 1939. It was recently reaffirmed to prevent the U. S. from draining its money. Rank, who owns a considerable share of common stock in Universal-International, is not a penny in dividends from that company. Instead, as with his American film grosses, his earnings are deposited in banks and converted for him into pounds.

# MPEA Set to Handle Official German Reels

With the takeover of German film distribution from the Military Government by the Motion Picture Export Assn. shortly, MPEA is now preparing to handle preparation of the official newsreel. It is obligatory for exhibitors to handle the British zone of Germany and Austria to play the reel.

The new reel, made up in Munich by the British and American Military Governments, using clips from all five U. S. reels. British and American film photos. It is sold to exhibitors at a minimum price.

Under the new setup, clips will continue to come from the exhibitors and the same policy will be followed. Army and civilian officials will supervise.

# Prep Par Sales Drive

Los Angeles, Aug. 5. George A. Smith's Harold Whitwirth left for Des Moines to open a series of sales meetings throughout the country in 1947 drive. Following the Des Moines meeting tomorrow (Wed.), Smith will be in St. Louis, Kansas City, Omaha, Denver, Salt Lake City, Seattle, Portland and San Francisco. He will return to Los Angeles Aug. 27-28.

Smith's annual sales drive opens Aug. 31 and runs through Nov. 25.

# STRESS LIONS' PLE SEEP

Hollywood producers shooting films in New York can save 15-20% of their normal cost of Coast operation because of the simplicity of the film labor union setup in the east. That's the peg on which Harold Lewis, manager of the new RKO-Pathe studio in N. Y., will hang a campaign pitch to lure more major film production eastward during a forthcoming trip to the Coast. He's slated to leave Aug. 15.

Stressing that David O. Selznick, the first major producer to use the Pathe studios, had approved the facilities offered during the N. Y. shooting of "Portrait of Jenny," Lewis disclosed that Selznick had picked up an option to lease two more films at the studios. Under the contract, one of these must be started before the end of the year. To date, Selznick has not announced what the picture will be.

In contrast to Hollywood, where there's a separate union, some cases of each individual phase of production, most of the N. Y. film workers are connected into the International Local 52 of the International Alliance of Theatrical Stage Employees, which is known to Lewis as the "soundmen, pros, grips, electricians and assistant directors. Producers" (Continued on page 13)

# Name Advisory Group As Pix-Radio Liaison

Hollywood, Aug. 5. Mal Boyd, president of the Motion picture advisory committee of the Hollywood Guild, has announced the formation of six others who will act as a permanent liaison between film and radio. The group will be known as the "Pix-Radio Liaison" and will act as a liaison between film studios making films with radio backgrounds as technical advisers to the radio industry. The group will be known as "The Hucksters" and create more authentic backgrounds.

One of the members of the group is Bob Coleman, of Coast branch of National Assn. of Broadcasters, Bob Rains, Universal-International radio contact; Mary Sibley, of Rank of America; neutral; Maurice Bender, Columbia Pictures, and Ed Cashman, Coast rep for Kodak as agency.

# Briefs From the Lots

Hollywood, Aug. 5. Albert Ryder drew a top role in "The King of Kings" in Argentina, chartered an air ambulance to stand by during the filming of "War and Peace" in the Argentine. Katherine Locke signed for a featured role in "The Snake Pit" for Renée Powell. Ben Brown returned from Mexico City with a rough cut of Eagle-Lion's "Adventure in the Desert" for 20th-Fox release. "My Destiny" is the new tag on "The Big Carnival," to be produced by Alton Productions for 20th-Fox release. "Henry and Phoebe" assigned to screenplay "Johnny Love" by Warner. Col. Paul R. Davidson signed as technical advisor on "Shadows Over Abbey Theatre" after a role in "My Own True Love" at Paramount.

"Mary Hagen" at Warners will be released under its original title, "That Hagen Girl." "Denana Durbin" checked in at Universal-International for "Up Central Park" in which she will co-star with Dick Haymes and Vincent Price. Jerry Allen Brown, New York, is en route north to scout locations for "Johnny Belinda."

Paul Fowler signed for a walk-on part in "The Senator Was Indecent" at Universal-International. PRC released "The Girl Who Came to Stay" in Cinecolor, with Harry Jess Brown as producer, starting Aug. 15.

A Frank Capra camera crew is shooting the aerial sequence in San Antonio for the forthcoming pic version of "State of the Union."

# PRC, Eagle-Lion Due to Complete Amalgamation or Later Than Sept. 1

# PRC Has Backlog Of Dozen Pictures

Hollywood, Aug. 5. Backlog of unreleased pictures at PRC amounts to an even dozen, two more than the number at the time last year. In addition, the studio has two features before the lenses, "Heads on Heaven" and "The El Lobo Mystery."

Completed and awaiting release are "Bury Me Dead," "Gashouse Kids in Hollywood," "Ghost Town Renegades," "Gashouse Kids Go West," "Railroads," "Black Hills," "Shadow Valley," "Return of the Gun," "Check Your Guns," "Blonde Savage," "Linda Be Good" and "Lash Law."

# Smaller Exhibs Benefit by New 20th Sales Plan

New 20th-Fox distribution plan designed by sales chief Andy W. Smith, Jr., to help smalltown and lower-growing territories, and at the same time derive more revenue from them, will be expanded to include the entire U. S. starting Monday (11).

Plan, which basically offers such exhibitors 20th's best film on a lease-deal that can go as low as 15% and not over 40%, was first outlined at the New Jersey exhibitor convention in Atlantic City last June 25. Since then, the plan has been tested in the New York City area, where, according to Smith, it's proved that it can accomplish its objective. Sales chief announced its adoption for the rest of the country at a North Central Allied meet in Minneapolis yesterday (Tuesday).

In addition to smalltown exhibs, many of whom operate their houses with only the help of their immediate families, the plan is applicable to exhibs operating a "subsequent-run" house in a large city or operating what Smith terms "problem" theatres. Many of these operations (Continued on page 18)

Complete amalgamation of Producers Releasing Corp. into Eagle-Lion, long in the cards, is set to take place. The deal, which the existence will ease in every way, except as a producing unit making exploitation-type product for E-L release.

Contract of Harry Thomas, PRC producer, for a picture, is set for cancellation. Included in the deal by which he leaves the company is a provision giving him a release for a series of pic to be made on his own. His son, Jerry, for the past few years has been making the "Eddie Dean" westerns which PRC distributes.

Other than Thomas, all PRC execs will stay on in the new setup, at least for the time being. E-L's topmen will continue to run the combined companies. They are Arthur Hays Sulzberger, Jr., v.p. in charge of production; Alfred W. Schwalberg, v.p. and general sales manager; and E. Y. Egan, v.p. in charge of advertising and publicity. E-L, organized only 10 months ago, has a headquarters in April of years by PRC and used PRC's exchange setup. E-L's own sales department consisted of only two supervisors. However, for the past several months Schwalberg has been in touch with executives and a staff of the entire setup of both companies. Published departments were officially combined at a head in April.

PRC has had nine district managers, but no division managers. Aim (Continued on page 17)

# Steady Stream Of Rank's Pic Personnel Resumes to U. S.

With J. Arthur Rank once more back in his London headquarters following his recent tour in the steady stream of Rank personnel to this country has again resumed. One of his top executives and a staff have already arrived in N. Y., and another exec, plus a production chief, are on their way next week.

First to arrive was Robert Watt, treasurer of the J. Arthur Rank organization, who came in on the postwar mail voyage of the Queen Mary. Watt's arrival (Tuesday) with his staff, including the head of the Rank organizations in Latin America and head of Rank's film activities, will make his permanent residence in New York.

Also arriving on the Mary was David Farrar, star of "Black Narcissus" and "Frieda," both of which will open in N. Y. next week. Farrar will remain in N. Y. for two weeks of radio appearances and promotional work, then will fly to various key territories (Continued on page 17)

# N.Y. PUBLICISTS PREP WAGE-HIKE DEMANDS

Following on the heels of the Screen Office and Professional Emment's demand for a 10% wage hike, the Guild is preparing wage-hike demands to be presented to the New Motion Picture Assn. under their union contracts' wage-reopener clause expiring Sept. 1. Although the guild is not a member of the MPEA, the guild is expected to follow the MPEA's lead in its negotiations for increases of 10, or 40%, whichever is greater.

Spooming union company talks will affect approximately 400 publicists in the home offices of Paramount, United Artists, RKO, UA, Universal, Columbia and Republic in addition to the Loew's organization in New York.

Meanwhile, SOPEG's negotiations for a new union contract covering publicists in the home offices of Paramount, United Artists, RKO, UA, Universal, Columbia and Republic in addition to the Loew's organization in New York.

Loew's, UA, 20th-Fox and Columbia continued over last week's wage-hike demands include wage increases of 10, or 30%, whichever is higher; 35% for the home offices; a 10% increase of 40, and an increase in the number of paid holidays.



**M** is for the Million thrills she'll give you!  
**O** is for the Oh's and Ah's she drew!  
**T** is for the Tights she filled so neatly!  
**H** is for the Heart-throbs that she knew!  
**E** is for the Eyeful that she gave 'em!  
**R** is for the Raves she rated, too! \*

# Mother Wore Tights

\* Put  
 them  
 all  
 together  
 they  
 spell  
**BOXOFFICE!**  
 from

**20th**  
 CENTURY-FOX



COLOR BY TECHNICOLOR  
starring

**BETTY GRABLE**  
**DAN DAILEY**

with **MONA FREEMAN · CONNIE MARSHALL**

Vanessa Brown · Robert Arthur · Sara Allgood  
 William Frawley · Ruth Nelson · Anabel Shaw

Directed by Produced by

**WALTER LANG · LAMAR TROTTI**

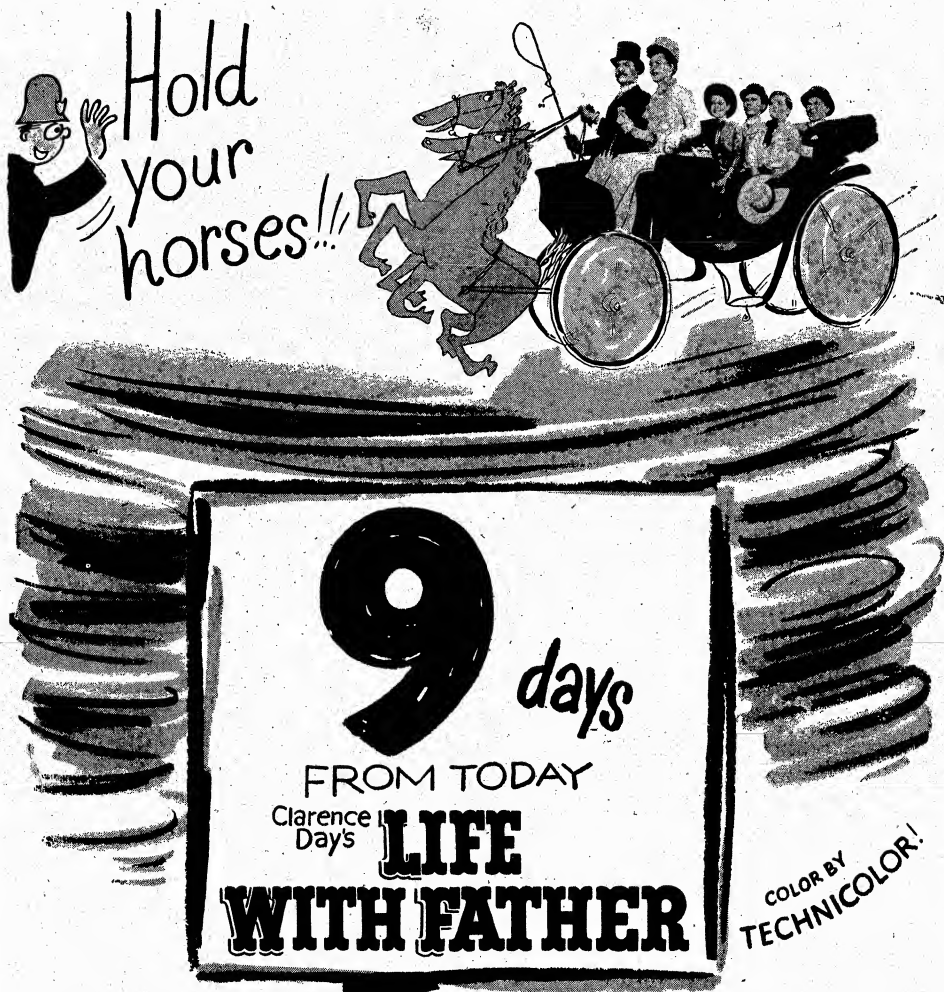
Screen Play by Lamar Trotti Based on the Book by William Young  
 Lyrics and Music: "On a Little Two-Seat Tandem", "Kokomo,  
 Indiana", "You Do", "There's Nothing Like A Song", "This  
 Is My Favorite City", "Fare-Thee-Well Dear Arms Master" by  
 Mack Gordon and Josef Myrow

Dances Staged by Seymour Felix and Kenny Wallons  
 Costumes Designed by Orly Kelly

**WORLD PREMIERE**

**ROXY, NEW YORK · WEDNESDAY, AUGUST 20th**





**WARNER BROS. BRING IT TO THE SCREEN**

*After the longest stage run  
ever known!*

**(8 STRAIGHT YEARS ON BROADWAY)**

**"LIFE WITH  
FATHER"**  
STARRING  
**IRENE DUNNE  
WILLIAM POWELL**

WITH **ELIZABETH TAYLOR**

EDMUND GWEEN • ZIGU JETTS •  
MICHAEL CURTIZ • ROBERT BOCHNER

HOWARD LINDSAY & RUSSEL CROUSE  
FROM OLGA GOLLOU'S STORY PRODUCED BY LOUISE BRANT STOKER  
SCREENPLAY BY STANLEY BECKER











# THE HOLLYWOOD REPORTER

Friday, July 18, 1947

## TRADE VIEWS by W.R. WILKERSON

• GOOD PICTURES are the lifeblood of this industry, important not only to the companies that make them, but to every man and woman who draws a studio paycheck.

With the majority of companies launching their new product season in August, the quality of the new pictures is of greater significance to the industry than perhaps at any other time in its history. For this reason, we couldn't help being impressed by the enthusiasm we encountered in visiting the MGM lot for the first time in months. There was an unmistakable tingle that seemed to radiate from Louis B. Mayer's front office all the way back to Lot Three.

For one reason, "The Hucksters," starring Clark Gable, No. 1 release on "MGM's Biggest Hit Parade," is set for a record-breaking world-wide "premiere" in 1000 important theatres. This picture, in the majority of spots, follows "Fiesta," which has been piling up hefty grosses.

Everyone on the lot tells you about "Green Dolphin Street," starring Lana Turner, Van Heflin, Donna Reed and Richard Hart. You hear on every side the glories of "Song of Love," starring Katharine Hepburn, Paul Henreid and Robert Walker.

"The Romance of Rosy Ridge," starring Van Johnson has enjoyed preview raves, and Red Skelton's "Merton of the Movies" is hailed as a comedy sleeper; Bill Powell and Myrna Loy in "Song of the Thin Man" are credited with another laugh hit. Greer Garson, Robert Mitchum and Richard Hart in "Desire Me," had just been sneak previewed and those who saw it were offering such comparisons as "Mrs. Parkington" and "Mrs. Miniver."

Spencer Tracy, Lana Turner and Zachary Scott in "Cass Timberlane"; Walter Pidgeon, Deborah Kerr and Angela Lansbury in "If Winter Comes"; Frank Sinatra and Kathryn Grayson in "The Kissing Bandit"; Judy Garland and Gene Kelly in "The Pirate"; Robert Allynson and Peter Lawford in "Good News"; "Summer Holiday," starring Mickey Rooney; "This Time For Keeps," starring Esther Williams; "Virtuous," with Van Johnson and June Allyson; "Birds and Bees," with Jeanette MacDonald, Jose Iturbi and Jane Powell, are just a few more recently and almost finished productions the MGM gang is raving about.

With twenty of the new season's pictures completed, with seven others before the cameras, and nine additional important productions scheduled to start within the next eight weeks, it looks like MGM has hit its full stride.

← Van's best yet!

← Two swell comedies!

← Greer's greatest!

← Sure it's "M-G-M's Biggest Hit Parade." One after another!

M-G-M does it all summer long!

"Hucksters" tremendous everywhere

Two of Road-show size!



"Here's what it says in a nutshell"



## '46 Film Theatre Grosses in Mexico Soar to \$4,607,357; Top 'n' Show Biz

Mexico City, Aug. 5.—Show business gross in Mexico for the first six months of 1946, according to the municipal treasury department, The 1939 gross was \$4,660,000 compared with \$3,761,402 last year. However, the 1946 total was about \$600,000 below the 1945 total, with the grosses as follows: indicating that the 1946 figures as indicating there is no widespread depression here. The average ticket takes 10-15% less on amusement fair grosses.

Motion picture theatres again were far in the lead in total grosses. The 82 cinemas here grossed \$1,607,357 from 6,887 shows which were averaged by 49,723.47 patrons. There were only 6,054,477 who bought second-class tickets, remainder going to 100,000 shows. In comparison the cinemas grossed a mere \$3,234,230 in 1939.

Next in picture houses, billboards were responsible for the biggest gross, but this was only \$2,215,474. In 1939 the billboards grossed about \$386,043. Theatres, other than those showing pictures, grossed less than \$1,000,000 last year. Total still were about \$100,000 ahead of 1939.

Much hopped by the Pasquel brothers raving of U. S. major stars. In 1946, Mexican box office attracted 701,718 patrons to 127 games and lost in \$394,886 as compared with less than 100,000 in 1939 when only 70 games were played.

U. S. Spreadsheets Field Of the new high gross picture released here this year up to July 31, Americans were far out front with 11 titles. According to the figures, Runners up were 37 Mexicans. There came 27 Argentines, 13 British, three Chileans, and two each of French and Spanish.

During this period, only two Mexican hits did any better than the boxoffice, "Yo Mate a Rostia Alivres" (I Killed Rostia Alivres), made by Productions Raul Bu. And, did play 13 solid weeks at the Cine Savor.

## JAPS TO SCAN 'MIKADO' SOME TIME NEXT YEAR

Tokyo, July 29.—Jap producers of the previously banned "The Mikado" announced they have finally succeeded in securing the performance rights for the comic opera, and will produce it next year.

The show was previously booked for a week's run at the Tokyo theatre in 1940, but the officials of General MacArthur's Civil Information & Education Section insisted it was necessary permission from the copyright owner.

First showing of the play to the Jap public will be held at the Tokyo theatre in Japan. Producers the Shochiku Film Co., were balked in their attempt to open the play in Japan because the Japanese contracted for Kabuki and Shimpia plays until the first of 1948.

## Nicholas Bros. Wow

### In London Vaude Bow

London, Aug. 5.—Nicholas Bros., stepping into the shoes of their father, the vaudeville (4), stopped show cold. Jack Durnett, holder from last month, also liked.

Jewell and Warriss did splendidly but turn is overrunning. Swiss Stars, a musical acrobatic foursome, also liked.

## 40-Hr. Wk. Aussie Problem

Sydney, July 29.—Film industry in Australia is still trying to work out some scheme on the new South Wales edict permitting a 40-hour working week in any industry. Edict is shooting in the water, overhead in film biz because extra staff must go on to cover the shorted week.

## Fritz Upped in Brazil

Brazil Berg has been named manager of the Brazilian film industry. He took the place of Ary Lima, who recently was upped to position of president for Brazil, Argentina, Chile and Uruguay. Appointment was made by Wolfe Cohen, veepee of "Voice International."

Berg was with Warners for years in Brazil.

## E-L Inks \$300,000 For

### Foreign Branch Offices

Sam L. Seidelman, foreign sales manager for Eagle-Lion, left for Mexico City, Wednesday, to make the first leg of a south-of-the-border tour in conjunction with the setting up of foreign branches. Eagle-Lion, E-L's branch office in Mexico City, will open formally Aug. 23.

Prior to his departure, Seidelman revealed that E-L had laid aside \$300,000 for the opening of foreign branch offices. In addition to E-L's output, the foreign organization will distribute the J. Arthur Rank pictures which E-L handles in the U. S. Other Rank pictures which are not released in the U. S. and a flock of E-L Small releases, E-L is planning to strengthen its distribution facilities in Latin-America, Philippines and other overseas territories.

## Sneak Preview

### Sets B.A. Style

Buenos Aires, July 29.—Sneak preview of "La Campanita," a picture which the Hollywood studio set up of screening product before an average theatre audience sans bally to the extent that it follows in the well at Cine Medrano in the Flores residential district that it may set a small idea to follow in the future. This is the latest from San Miguel Studios, and not even Hugo del Carril, a picture which is given advance notice of the screening. Fact that the reaction was favorable, even to the extent that it follows in the well at Cine Medrano in the Flores residential district that it may set a small idea to follow in the future.

Industry generally here feels that local product is not obtaining impetus. The picture which has not been helped by the warning by the Board of Entertainment that pictures which are not produced would result on their being nuzzled permanent. Since the picture of picture, was given advance notice of the screening, fact that the reaction was favorable, even to the extent that it follows in the well at Cine Medrano in the Flores residential district that it may set a small idea to follow in the future.

## \$250,000 PHILIPPINE

### PRODUCTION UNIT SET

Manila, July 29.—A new Philippine picture concern capitalized at \$250,000 has been organized here, being called the Movie Technical Service, Inc. Incorporated, started business in Manila, largest business. Latest to enter the local film industry, the company has started construction of a studio at the former site of picture studio, just outside Manila. Most of equipment has been ordered by U. S. already has arrived.

President of the company is Jesus Capistrano, formerly of the William Jansen, formerly of Exotic Films.

## Performers Threaten

### Mex Radio Walkout

Mexico City, Aug. 5.—All radio stations here face closing as their unionized performers musicians and songwriters have filed notice of a strike with the Labor Ministry unless the stations contract with them as regular and permanent help.

Station operators' side of the case was given the Ministry by Emilio Acunagura, operator of three stations. XEQ and XEYO, all here. He contends that no station can possibly operate without the help of the performers, musicians and songwriters it must use.

Americo Rosenberger, Paramount Latin American branch manager in Cuba, planned to his headquarters in Havana Friday (1) after a month's stay in New York.

## French Filmmakers on First

### Swede Location Since War

Stockholm, July 25.—First group of French filmmakers to shoot pictures in Sweden since pre-war days has arrived here to make documentaries in the country of the county. Headed by production manager Philippe Fraisse, group also includes director Marcel Lognani and cameraman Roger Morin.

French film to have been made on location in Sweden was produced in 1939. Picture was "La Mer du Nord," starring Michèle Morgan.

## Pix Industry

### In Germany to Get Reprieve

Washington, Aug. 5.—The German picture industry will soon be allowed to compete in the United States market, it was announced in Berlin yesterday (4) by the Information Control Division of the War Relocation Authority. However, this will be limited to pix produced since the fall of the Nazi regime.

Col. Gordon E. Textor, Information chief in Berlin, said German producers and the American government would continue under U. S. supervision and that all those connected with the Nazi regime would be excluded. The American government has clean political bills of health and high moral standards.

Another bright note came to MPEA and other U. S. distributors when the war was over. They were for a free, competitive market in Germany. War Dept. announced here.

"Distribution, now a Military Government operation, is to be commercialized by licensing domestic and foreign distributors under the principle that German major studios be given a free and competitive basis within current German laws. The government will control of production, distribution or exhibition in industry as might limit competition or permit the denial of the screen in Germany to one group."

The films of production, distribution and exhibition will be made in Germany. German studios and firms engaged in any one of these three branches will not be permitted to engage in either of the others.

## Current News Shows

(Figure shows weeks of run)

"Anne Get Your Gun," (10)  
"Bliss the Bird," Adolphia (18)  
"Bliss Yesterday," Garrick (28)  
"Bliss Tomorrow," Garrick (28)  
"Bliss Tomorrow," Garrick (28)  
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"Bliss Tomorrow," Garrick (28)  
"Bliss Tomorrow," Garrick (28)

## Cut-Price Days Irk Argent. Exhibs;

### Forcing of Local Films Hurts Biz

## Mex Stations Fined For

### Off-Color Programming

Mexico City, Aug. 5.

Ministry of Communications and Public Works has announced that stations which broadcast off-color programs, and of indecent matter, or religious or political propaganda, in gross violation of regulations for broadcasts by Mexican radio stations.

Stations were warned that if they do it again their franchises would be cancelled. Ministry recently sent a blanket warning to all radio stations in Mexico that decency and discretion must govern their programs. Utmost was provoked by numerous complaints from radio listeners all over Mexico about off-color programs, and use of mikes for religious-political spite.

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## Years' Tops

### Mexican B.O.

Mexico City, Aug. 5.

"The Best Years of Our Lives" (HKO) topped the three biggest grossing pix current here, according to report of the civic treasury department. It was followed by "The Best Years of Our Lives" (HKO) topped the three biggest grossing pix current here, according to report of the civic treasury department.

"Years" grossed \$120,436 in 42 days, including one shot at \$10 per the; 11 days at \$1, and the rest at \$10. It was followed by "The Best Years of Our Lives" (HKO) topped the three biggest grossing pix current here, according to report of the civic treasury department.

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## \$200,000 Damages Sought

### On Mex 'Candelaria' Pic

Mexico City, July 29.

"Maria Candelaria," a picture that did so well in U. S. and Europe, is the subject of a \$200,000 claim. The claim is accompanied by a demand for damages of all existing prints of the film. Claim was filed by the U. S. and Europe, is the subject of a \$200,000 claim. The claim is accompanied by a demand for damages of all existing prints of the film.

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## Says Palestine Good Pic

### Spot But Lacks Facilities

Hollywood, Aug. 5.

Herbert Kline, secretary of Palestine with prints of "My Father's House," the first full-length feature film ever made in the Holy Land, was produced by Kline in association with Meyer Levin, who wrote the script.

Palestine, Kline declared, has an ideal climate for outdoor photography. The lack of studio facilities although there are large numbers of refugees expert in outdoor fields and capable of learning motion picture technique. Kline is negotiating for the release of "House."

## Argentine exhibitors may be en-

joyed by the Argentine government's decree, which forces them to yank Argentine films from the new law grossing big and replace them with local pix with little read at first. Argentine exhibitors may be en-joyed by the Argentine government's decree, which forces them to yank Argentine films from the new law grossing big and replace them with local pix with little read at first.

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EVERY

BODY

IS

SOLD

ON

BODY  
and  
SOUL



*It's all for you...  
from UA!*

The ENTERPRISE STUDIOS present  
**JOHN GARFIELD • LILLI PALMER**

*"Body and Soul"*

E.E. Alger

and introducing HAZEL BROOKS as "ALICE"

with ANNE REVERE • WILLIAM CONRAD • LLOYD GOFF • JOSEPH PEVNEY • CANADA LEE • Original Screen Play by ABRAHAM POLANSKY  
Directed by ROBERT ROSSEN • Produced by BOB ROBERTS

R.E.



## Major Companies Deny 'Shortage' Of Prints Nips Indie Exhibitors

Charges of independent exhibitors that when notified films were available they failed to get them due to a "print shortage," were denied today by the major distributors. Practically all of the majors agreed that the number of prints per film currently in use substantially compares with pre-war print figures, although it is conceded there was a small reduction during the war years.

Protests of complaining exhibitors were recently outlined in a bulletin of Allied Rocky Mountain Independent Theatres. Organization pointed out that "fewer prints and late availability are one and the same thing. The 'no print' problem and resulting late availability for small towns is a result of not enough organized complaining." It adds that in the film companies' "reticence" they "cut down on the number of prints for each exchange."

Warner's currently has 330 prints available on its bigger films, compared to 285 during the war. Before the war number was 285, the same as the figure now in use. Metro's tallies are 336 on the bigger films, 267 on the smaller. The pre-war period was about the same as now. According to 20th-Fox general sales manager, Arthur Smith, use of company's prints run "between 300 and 330, and about that during the war and before the war was a little higher than it is now."

Columbia has about 325 prints on such pictures as "The John Story" and other company top films. For its B's it runs around 160 prints for a picture. During the war there was only a slight reduction, company spokesmen said. While failing to reveal exact figures on its prints, James McKeon, manager of Universal's print dept., disclosed that some time ago his company had cut down on its prints. However, he added, this doesn't mean that fewer prints are available since distribution is now centralized at the homeoffice, resulting in greater spread of prints.

David Hirsch, manager of RKO's print dept., felt that exhibitors' squawks about a "print shortage" were unjustified. He declared that the company has about 330 prints in use for the bigger films and noted that RKO considered that a graceful amount to meet the demand. Of course, he added, an exhibitor can't expect to find a print if he waits until the last minute. He said in order to keep everyone happy it would call for 1,000 prints on every film, which the company could not afford to do.

## Radio Guestars

Continued from page 3

full house for two weeks with its more talented stars. This time the MPA concurred in Par's impressions that "radio rights" clauses precluded interference, particularly since an ad agency engineered the guesting that resulted in a wholesale round of plugs for the star's latest Par entry, "Favorite Brunette," setting the precedent that has become trademarked as "The Greer's Out." "We didn't do it but we love it, says Par.

### Probe Protested

Decision creates a general assumption that top stars working in pictures and radio approve both in their studios of all possibilities in seeming violations, while at the time fostering more confusion within radio department of studios regarding the now badly battered agreement. "And now, with the MPA failing to hold the promised meeting on Par's initial infraction with the Johnson violation and putting it off until some future date while the two-week holiday ended for Par Aug. 1—those concerned are even more confused and several duties to it are considering open campaigning for abandonment of it as impracticable. Feeling is that studio radio liaison jobs are rendered pointless if actions are thwarted by self-imposed restrictions.

In exonerating Par, Marty Lewis and Miss Lamour on Lewis' explanation, the Johnson office sets free such stars as Bing Crosby, Bob Hope, Frank Sinatra, Alice Faye, Red Skelton, et al., to work freely, since all work in radio, too.

Arch Rube, MPA's Hollywood rep, has called a meeting for Thursday (7), at MPA offices, of the Radio Producers' Committee to discuss "Violations" of the free air guesting.

## Rank Travelers

Continued from page 7

cities for openings there. He might also take a quick trip to the Coast for a looksee at U. S. production methods but has no intentions of making a picture there. He's slated to return to England at the end of the month.

Third to arrive is Earl St. John, Rank's chief production counsel. An American who's worked in England for the last 22 years, St. John will spend a week in N. Y. before flying to the Coast where he'll start production at the Universal studios.

Under production chief William Goetz, after a month there, Goetz will join him on a return trip to England to make a reciprocal study of British production. They sail from N. Y. Sept. 18. Jack Lawrence, ad-publicity vesper for the Rank Organization, also goes to England with St. John and Goetz to once-over forthcoming Rank product and huddle with Rank and his British executive staff.

Sydney Box, head of Rank's Galtsborough Studios, is due in Aug. 14. Box, who won an Academy award for top scripting for his "Seventh Year" picture, also goes to England. Mason regarding a possible production starring Mason to be filmed in England. He'll also get with Rank's publicity Robert S. Benjamin and Lawrence in N. Y.

## Central's Streamlining

Hollywood, Aug. 5.

Howard R. Phillips, corporate manager of Central Casting, Corp., announced a streamlining program designed to promote economy and efficiency in the arrangement of job placements for film extras.

Principal change is the creation of a centralized system of all files dealing with 4,000 grownup extras and 12,000 child actors. Phillips, who has handled that work for 21 years, is checking out of Central.

Under the new alignment it will be possible to handle a peak load of 12,000 phone calls daily between the hours of 4 and 7 p.m. These are the hours during which extras inquire about jobs for next day.

## SEC Reports Griffis

SALE OF PAR COMMON

Philadelphia, Aug. 5.

There was only moderate activity in film industry securities here today, according to latest report of Securities and Exchange Commission made public yesterday (4).

Biggest deal reported was the sale of 3,000 shares of Paramount common by the Stanton Griffis trust, making its holdings in Paramount stock stand at 20,800. Griffis also reported selling 220 shares from his personal account, bringing his total to an even 8,000. Maurice Newton, New York, disposed of 115 shares of Paramount to make his total 16,550.

Newton also reported his trust holding 18,380 shares of Par common. Earl J. Yates acquired an additional 1,400 shares of Republic 50c par common, boosting his total to 20,800. He also reported holding 20,000 shares of 10c cumulative preferred and \$25,000 worth of 4% cumulative income debentures.

Onsrud, Inc., a holding company, reported having 89,850 shares of Republic 50c par common, while the Antonson Realty Corp. reported 14,385 50c common, and 12,200 10c cumulative preferred.

Only activity in Loew's, Inc. common was sale of 100 shares by Eugene W. Leake, New York. William H. Clark, New York, reported holding 730 warrants for RKO common, plus 76 shares of \$1 par common.

Harry Cohn reported holding 139,127 Columbia pictures common. He also bought 100 shares of \$4.25 Columbia preferred. Lester W. Roth, Hollywood, reported the acquisition of 5,125 shares of Columbia common as of last May.

Harry Brandt continued buying up Trans-Lux common with the addition of 1,600 shares to make his total 90,515. Broadway, Inc., a Brandt holding company, reported 100,000 shares; Harday Operating Co., another holding company, 1,400, and Brandt's wife, 14,700 shares.

## 45 Bldgs. Razed By 150c Fire at RKO Lot

Hollywood, Aug. 5.

Fire of undetermined origin swept the RKO lot at Century last Monday night, destroying 45 buildings. Damage is estimated at least \$150,000. The blaze started in a building owned by a caretaker discovered the blaze. Five fire companies from surrounding communities spent two and a-half hours getting the blaze under control.

Clusters of sets known as the "French Street" were completely wiped out. They were mostly old buildings, recently remodeled for "Miracle of the Bells." Also wiped out were sets recently constructed for "Your Red Wagon." It's expected the blaze will delay production of both pix.

## U-I to Coast

Hollywood, Aug. 5.

Note Blumberg, Universal-International pres.; sales chief William Senn, et al., to work freely, since all work in radio, too.

While here the U-I coppers will line up distribution plans, gender new product and huddle on advertising budgets.

## Walsh Intervention Possible To Avert Local 306 Walkout

### PRC—E-L

Continued from page 7

now is to create an organization parallel to that of the majors, with branch, district and division execs. There is expected to be a breakdown into eight to 10 districts and three to five divisions. Temporally, at least, it is anticipated that Harold Dunn, acting PRC malmanger, will become assistant to Schalwegler.

New organizational setup will be large enough to take in all the PRC sales help. In the realignment, however, there will be some upgrading and some downgrading of both PRC and E-L personnel.

Efforts are continuing by Krim to obtain top indie product for E-L release. Talks have been held with Walter Wanger and Edward Small. Negotiations are at more or less a standstill in both cases, but have not been broken off. Robert Benjamin, exec of the J. Arthur Rank Organization in this country, is heading from New York for the Coast tomorrow (Thursday) to confer with Wanger deal with Krim. JARO has a cross-distribution treaty with E-L.

Prospects for averting the threatened strike on Sept. 1 by projectionists' Local 306, N. Y., against Broadway firstruns and the Skouras, Loew and RKO circuits, became good this week with the anticipated intervention into the labor dispute of Richard F. Walsh, prez of the International Alliance of Theatrical Stage Employees.

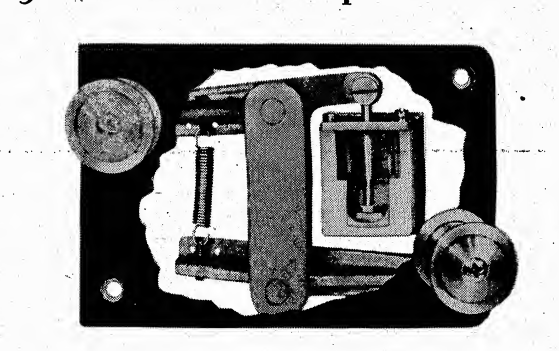
Walsh declared that he would assign an international rep to the situation if local 306 referred its strike vote, taken last week, to his office. Under the LA's constitution, which governs Local 306, affiliated locals must submit all strike action proposals to the international office.

Vote for strike action, which would involve 1,200 projectionists, was taken last week following a three-month deadlock in contract negotiations between the union and circuit representatives.

Local 306 is asking for a 34% wage increase in addition to a 5% welfare fund.

In a similar situation recently, Walsh's intervention in the dispute between laboratory technicians' Local 702 and 18 major New York labs averted a walkout.

## For the best in motion picture sound...



## The Western Electric Mechanical Filter cuts flutter to less than half the accepted standard

You can forget flutter when you use a Western Electric recording system with its new mechanical filter. The Academy of Motion Picture Arts and Sciences limits uneven film motion (flutter) to 0.15%... but the Western Electric filter holds it down to no more than 0.05% in any particular frequency band, and total flutter down to no more than 0.07%.

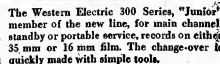
You can forget the filter, too—for it's a simple trouble-free mechanism that requires

no adjustment. A precision fitted piston operates in a leakproof cylinder containing a damping fluid which was especially selected for its constant viscosity.

This mechanical filter is but one of many reasons why the new line of Western Electric recording equipment gives the best in motion picture sound. The line is made up of all new units—mixers, limiting amplifiers, noise reduction units, regulated power supplies and fully automatic recorder controls.

Electrical Research Products Division  
Western Electric Company

213 BROADWAY NEW YORK 7, N. Y.



The Western Electric 300 Series, "Junior" member of the new line, for maximum standard or portable service, records on either 35 mm or 16 mm film. The change-over is quickly made with simple tools.



## Film Buy Box Score

from show business next Sept. 1, it was announced yesterday (Tues.) by Sol A. Schwartz, general manager of RKO theatres, Colonel Frudenfeld

sets and costumes. Thus, skipped over have been such bestsellers as Frank Yerby's "The Vixens," Samuel Shellabarger's "Prince of Foxes" and Thomas Costain's "The Moneyman."

where, since the Shuberts will have several theatres available for major musicals. The Fulton, another leg-  
giter, which was wired for film some  
weeks ago, will open next Wednes-  
day (13) with "Black Narcissus,"  
British film starring Deborah Kerr.

Benjamin's fourth job is that of an active partner in the New York law firm of Phillips, Nizer, Benjamin & Krue, which handles such

communicate with agent  
**W H OLIVER** Ossining 656  
 Ossining New York

COOKS UP  
9:30 A.M.

**RIVOLI**  
SWAY & 4TH ST.

CONTINUOUS  
PERFORMANCES

ON SCREEN / IN PERSON

Cool **CAPITOL** Page 8  
Star 24

the use of the word "director" in the credits in connection with anything but the actual director. In other words such terms as "director of photography" and "technical director"

young, I prexy. He's slated to huddle with Arthur Krim, prez of Eagle-Lion (a PI subsidiary), and Walter Wanger regarding the distribution deal currently being

Occasional NEW YORK

law firm of Phillips, Nizer, Benjamin & Krim, which handles much film work for the majors. He's bypassing any work connected with that on this trip.

For Motion Pictures  
**DELMARS REVELS**  
Intimate Revue





## Catholic Students Group To Take Poll on Purity of Comedy Material

Chicago, Aug. 5.—Program executives of networks and agencies here expressed themselves as somewhat puzzled by an announcement last week that the National Federation of Catholic College Students was inaugurating in the fall a poll to check on the acceptability of material broadcast on network comedy shows. The programers seemed curious as to the basis for the federation's move at this time, particularly in light of the fact that the past season or two have been marked by the scantiness of off-reservation treading by network comedians.

It was agreed among these programming men that there may have been sound justification for such apprehension during the war when a few broadcasting comers, in catering to servicemen at their camps, were inclined to veer into precincts of dubious taste. The repercussions that ensued, pointed out, were of such sharpness as to have a chastening effect on not only the offenders but on the whole as a whole. That they've been on their good behavior ever since was reflected, it was felt, by the unusually low number of complaints racked up by individual listeners or organizations.

Check 'Good Taste' The "radio acceptance poll" as set up by the press commission of the NFCCS at a meeting last week proposed for checkmate the "good taste" of nationally broadcast comedy programs among the student bodies of 180 colleges numbering about 50,000 undergraduates. The continuing poll, extended over the following 38-week season, will be directed by a steering committee of students and advisory committee of faculty members. Joseph J. Malone, Chicago press agent for St. Joseph's of Indiana College.

When quizzed about the background for the NFCCS's move, Malone declined to put the finger on any particular cause. He merely explained that the idea for the poll grew out of a meeting of a student council in Toledo, Ohio, where Malone said in a discussion on radio several students cited "deviations from good taste" in comedy shows. It was later agreed within the federation that something ought to be done about keeping a tab on "violation of decency standards" in radio comedy.

In a letter to network heads and the National Assn. of Broadcasters, inviting them to designate a delegate to the poll's advisory committee, the chairman of the student steering committee wrote that the purpose of the check will be both honorary and mandatory. The poll's reports will give recognition to comedians who maintain high standards of behavior as well as those who stoop to the undesirable in entertainment in an effort to win laughs.

## Mutual Finding It Tough To Sell Block as Net Jock Due to Sponsor Overlaps

Mutual is having a tough time selling Martin Block as a network jockey attraction, although the net is solidly committed to an annual salary of \$200,000 to Warner Bros. Hollywood found the one-hour it picks up of his four-hour daily afternoon session, Block's contract with Mutual is the job that hampers the net, limiting the type of sponsors it can accept.

Block stipulates that sponsors on the net may not be duplicates of those Block already has on a local basis at WB and on KFWB in New York, where he's heard on transcription. Since total sellout of the quarter-hour segments requires the use of sponsors alone, not counting spot announcements, this greatly limits Mutual's net which must seek sponsors of products that are non-competitive with indie operations.

## Biow's \$64 Question

Hollywood, Aug. 5.—It's still a three-way tossup as to who moves into quizzism of "Take It Or Leave It" when Phil Baker's contract runs out Sept. 7. Gerry Moore is said to have the inside track, with Dick Powell and Kenny Baker next in that preferential order.

Groucho Marx's audition won many supporters at the Biow agency. There's still a possibility that Baker may be retained. Sponsor may announce his choice this week.

## CBS Socks E&P For One-Sided Sum Coverage

CBS not only "views" the press, it has also shown a willingness to trade haymakers with the gents who decide editorial policy for the metropolitan rags. Having exchanged swinge with the N. Y. Sun several weeks ago, the network last week led a straight fight at newspapermen's acknowledged spokesman, Editor & Publisher. It was a bulwark. The occasion was E&P's coverage of the CBS-Sun brawl.

Letter by Edward R. Murrow, director of CBS news, was sent to the editor and addressed to Robert U. Brown, editor & publisher. It was mostly self-explanatory. However, the CBS staff, and the integrity of Don Hollenbeck had to do with the Sun official's insinuation that the CBS staff was being associated with the liberal newspaper PM, is therefore a Communist sympathizer. Murrow quoted Hollenbeck's reply that the slur (Continued on page 30)

## GE's Warning Deal For High Show

There'll probably be a decision today (Wed.) on the pending deal whereby General Electric (Lamp Division), via BRD&O agency, will purchase the rights to the program. That would be in addition to Warner's Monday-through-Friday morning (part sustaining—part sponsored) show on NBC and his current Tuesday night program for John H. NBC programming center. He'll be replaced by Fibber McGee & Molly.

It would mark the first regular season nighttime air show for Warner Bros. The Owens-Litton deal dropped several years back. Similarly it marks GE Lamp Division's return to radio with the production film The Phil Spector "Hour of Charm" last year.

NBC is pitching up the 10:30 Monday night segment, the only half-hour of network time remaining on the whole NBC programming roster. However, it may involve a possible switching of NBC shows as well as the view of the GE billings, but latter would depend on whether Warner has an exclusive with NBC in the line of his longtime morning association.

GE Warning show would be budgeted at approximately \$18,000 weekly. (talent only).

## Bob Weenosen's New Post

Bob Weenosen, until recently with Warner & Ruben, has joined the Sherman & Marquette agency as a supervisor of radio in the New York office. He succeeds Sam Fuller, who recently resigned.

Before joining Y. & R. Weenosen was the head of production at the ABC network and was previously a legit playwright and producer.

Radio commercials, long the subject of disdain among the nation's more squeamish listeners, have once more been brought into the limelight by Metro's limitation of "The Hucksters." And according to a survey of typical plugs to be heard in an average week's listening by Vanover, the CBS network is unable to stand up under the bright lights—at least not among the disconcerted audiences which resent constant reminders that they may not be dainty or that their wives might become widows any day now.

Commercials have been allowed to pursue their merry way practically unimpeded since publication of the FCC's Blue Book last year, with only sporadic newspaper editorials and public speeches leveled against them. True, the NAB Code Committee has buckled down seriously to the task of setting higher standards and NBC is on its way, but infuriating steps aimed toward cleaning up the air. But as yet they have translated themselves into realistic broadcast presentation.

Whether the parodies headed so lively in "Hucksters" will bring about any changes is a moot point. Fact remains, though, that the picture might conceivably play to some 50 or 60 million people, indicating it can have much more power than the average woman's novel.

Here are some of the hard-to-live-with commercials, gleaned at random, from a week of sitting before the radio:

"The Big Story"—Sponsored by Pull Mail from the NBC web Wednesday nights at 10. Sound of four low days.

Won't Scrub Clean Case of "bad brush" developed bad blood between ABC network and Colgate developed last year. The result was that the company had decided to drop the "Breakfast Club" because the net refused to carry Colgate's advertisement. The company's argument of the "Breakfast Club" because the net refused to carry Colgate's advertisement. The company's argument of the "Breakfast Club" because the net refused to carry Colgate's advertisement.

Net's attitude was that it didn't want to "jeopardize" the hour-long daytime segment because of copy it regarded as being in questionable taste. Not at the same time felt that it would have to do something lining up another sponsor for the segment in short order. In fact, Toni Shampoo picks it up as soon as Colgate scraps Aug. 29. The net's attitude was that it didn't want to "jeopardize" the hour-long daytime segment because of copy it regarded as being in questionable taste. Not at the same time felt that it would have to do something lining up another sponsor for the segment in short order. In fact, Toni Shampoo picks it up as soon as Colgate scraps Aug. 29.

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## NAB in Busy Beaver Race Setting Up Its Program for Shore Convention

### De-Sensitized

Those executives' sensitivity that led to the exit of Paul White as head of the CBS news dept. some time ago was not a place in the scheme of things when Edward R. Murrow resumes broadcasting in September and relinquishes his administrator's desk.

Under network policy where, by all announcers, commentators, newsmen, etc., are under contract to CBS and that report to Ted Church, web news head, Murrow will similarly channel all his scrips through Church and come under the latter's direct supervision. Right now it's Murrow who reports to Murrow as vice-president of public affairs.

It's recalled that during his broadcasting days in Europe Murrow reported to White, then running the CBS news dept. And when Murrow was brought in for an administrative role, he became the boss, and White, afterwards White resigned.

## Storm Ends At Y-R Ackerman To Stick Around

Apparently the hurricane is about over in the Young & Rubicam department. With the return from Europe of Edward R. Murrow, agency's prez and board chairman, it became known that Harry Ackerman, who has been rumored as planning to leave, will remain in the radio department as v.p. in charge of programs and production, as well as second in command of the New York office. Pat Weaver is due to assume charge of the radio department Aug. 15, as v.p. and member of the agency's executive committee and plans board. He resigned as advertising manager of American Tobacco to accept the job, but was given Y & R some time to think.

It's expected that when Weaver takes over active charge of the Y & R radio setup, he will gradually build up the staff to something like its former size, though that will naturally be governed by the agency's success in regaining some of the billing lost in the last year or so. Meanwhile, a nucleus staff remains with Joe Moran as v.p. and client representative for radio. Lester Gottlieb in charge of new programs and talent. John Swazey, supervisor of commercial copy, Bob Hussey as assistant to the president, and Fred Pitts, Dave Levy, Ed Duerr, Mary Harris, Tony Zagli and Bill Forbes in various other assignments.

The recent exodus of executives from the Y & R radio department, by Tom Lewis as v.p. and radio director, was one of the most complete in the history of the agency since last week's resignation of Rupert Lucas did not exactly fit into that category. He had been on the radio payroll for the last year, but was with the firm's Chicago office.

## SINATRA COMES OF AGE; BOBBYBOXERS TO BE OUT

Hollywood, Aug. 5.—There'll be no whinnying of bobbyboxers when Frank Sinatra leads his own agency and NBC's new Saturday morning agreement was reached by NBC, Ptole, Come & Belding, and Sinatra himself to hold audience age minimum to 18 years instead of network's arbitrary 14 except for kids' shows. Sinatra's agency, particularly the following of streetwise youngsters, and will get a buildup as serious and dignified singer in field of popular music.

Washington, Aug. 5.—Unlike most other offices around town, NAB is disregarding the summer heat by racing against time to ready program for its upcoming annual convention, due to open Sept. 15 in Atlantic City. As a result round-robin of committee meetings and industry huddles is in prospect at NAB headquarters.

For example: 1. On the code front, NAB's program committee committee members here this week (7-8) under chairmanship of Merles Jones, WCCO, Minneapolis. Committee will study draft of new industry standards prepared by vice-committee chairman Robert Weaver, Mutual exec. and NBC sub-president Ken Dyke. Code will then be mailed out to the NAB board of directors for final vote. No decision has been reached whether NAB members will get a look at the document before the board vote on the books.

2. Concurrently, plans for a second industry-wide public opinion poll of radio were released following a meeting of the research subcommittee. The poll will be conducted by Second study will be by the National Opinion Research Center at the University of Chicago. Interpreted by Dr. Paul Lazarsfeld, director of the People Look at Radio field study, the poll, scheduled for November, but results will not be released before early 1948. There appears to be no reason why the second study will not turn out as the first. The poll will be conducted by the NAB NORC product data.

Two New Clinics 3. NAB has announced two more clinics for the opening day (Sept. 15) of its convention. First is an emergency clinic about to probe impact of the Taff-Hartley Radio Act. Second, on broadcast advertising, will be a clinic on the use of radio by department stores and new sales techniques developed under the program. The clinic will be parlayed already set up under auspices of NAB Director of Engineering Royce.

4. NAB last week gave notice it was picking up where it left off in its intensive drive to probe standards for recordings and transcriptions. Meeting of the recording committee will be held on Sept. 18 during the Atlantic City convention. Chairman Royal Howard said revisions of the 1941 standards for sound recording. In view of the wide usage of standard home-type 78 rpm records, these revisions, these disks will be standardized along with the 33 rpm transcriptions.

5. On another front, NAB's newly-organized educational standards committee met here last week to set up a program of continuing college courses in radio and setting standards which will insure the radio industry's high standards. Broadcasters' actual personnel needs. Committee also went along in favor of industry standards for the radio job. Committee chairman Ralph W. Hardy, KSL, will have the final say on the committee's recommendations.

6. Finally, six new NAB directors elected at Washington last week (31-1) for a seminar on the NAB setup and their duties and obligations. Session was first of its kind. New directors are: Harold Feldman, WEEB; Robert Weaver, WCCO; Glenn Miller, WFLA; Charles F. McGee, KYMB; and Clyde Rembert, KRLD.

## Paar's New Script Staff

Hollywood, Aug. 5.—For writing scripts for the new show has been completed with substitution of Hal Kanter for Dave Brown. Kanter's appointment as official announcement was made that Mac Benford would be head writer. Benford, who was head of the Benford designation, returned to the staff.

Three of three will turn out scripts with equal billing. Deadline for option take-up on Paar by American Broadcasting Co. is the fall. The play Paul M. Cigarettes is Aug. 23, with no indication yet as to sponsor's decision.













RAILROADS  
CHAMPION OF AMERICAN  
LIBERTY AND FREEDOM

MICHIGAN'S GREATEST  
ADVERTISING MEDIUM

# WJR

50,000 WATTS



C.B.S.  
**THE GOODWILL STATION, INC., FISHER BLDG., DETROIT**

G. A. RICHARDS  
Pres.

HARRY WISMER  
Asst. to the Pres.

Represented by  
PETRY

OWEN F. URIDGE  
V. P. and Gen. Mgr.



**Frankie Laine**  
 VOTED BY THE NATIONAL DISK JOCKEY POLL, AS  
 THE MOST PROMISING NEW SINGER OF AMERICA!



*Thanks* to the great fraternity of platter  
 spinners for the honors bestowed upon  
 me on the national disk jockey poll.

*Gratefully yours*

*Frankie Laine*

LATEST  
 RELEASE



Personal Representatives - GABBE, LUTZ AND HELLER  
 8210 SUNSET BLVD. • HOLLYWOOD, CALIF.



Public Relations - - - Red Doff



# Mont'l Radio Set in Sharp Revamp. Due to New Personnel Changes

Montreal, Aug. 5. The local radio set is fast changing in programming appearance following recent developments, the latest being the resignations from the personnel of C.B.F., the Canadian Broadcasting Corporation's main French station, of Roger Baulu, Paul Leduc and Jean Morin. All three will now freelance after many years with the French network of the C.B.C. here.

Leduc will go on independently producing the weekly "Radio-Canadians" and "Radio-Conte Canadian" next month when the two shows will be on the air again after a summer layoff. The former was sponsored by O'Keeffe Brewery last season but it is rumored will have new sponsors next autumn. The latter show is keeping its regular sponsor, Molson Brewery. Both programs will still be aired by C.B.F. and its French network throughout the province. Baulu, most efficient of the local commentators for the past

decade and m.c. and producer of many special programs, has already lined up a one-hour daily morning broadcast with the new station CKVL in nearby Verdun, starting yesterday (4).

Reasons for the trio's resignations are reported to be the fact that the policies of C.B.F. are restricted, both financially and artistically. Controlled by the federal government, it operates with too much red tape and keeps its roster of producers and staffers limited in initiative.

CKVL is reported to have permission to broadcast 24 hours a day starting next month and Baulu's contract with this new station definitely demonstrates his directors' headed by Jack Timmerman, are hoping soon to surpass all other local stations in the way of using new as well as established stars and personalities.

## JWT 'Love' Fee

Continued from page 19

appears, was informed by John U. Reber, radio veepee of the J. Walter Thompson agency, that "Those We Love" has been a J.W.T.-owned and -owned program; that the Morris office, in handling the show for the agency, has been paying over a weekly fee to the agency.

Also, although sponsorship of the program had passed through other agencies on behalf of their clients, it remained during its air career a JWT show, for which a weekly royalty was paid, with Reber, in effect, "lend-lease"ing it to the other agencies.

Gibbs said it all was news to him and Miss Ridgway expressed complete surprise over the fact that JWT had been getting a weekly fee from the Morris office while show was aired under various commercial auspices.

Reber says now that, if proper financial arrangements can be made, agency wants to dispose of property. But the upshot of the revelation is that Miss Ridgway wants no part of "Love" anymore and has abandoned her plans to script the new series. Instead she's come up with a new package, "Fair Meadows," also a once-weekly half-hour show which practically recapitulates the locale, the flavor and even the same cast as "Love." Her suggested castings in the presentation to agencies included, for example, such top performers as Nan Gray, Donald Woods, Alina Kruger, Templeton Fox and Mary Gordon, all carryovers from "Love."

Meanwhile Miss Ridgway has also come up with another package, "Millionaire's Alley," a saga of kids who come to the big town and their bid for the bigtime.

## Miller's Plug

Washington, Aug. 5. NAB presy Justin Miller, who has been boosting EMB on every front, got in another plug last week on the Bureau's decision to set up shop on a permanent basis.

Miller said "Ideas were approved by both NAB and EMB board of directors. He declared: "Broadcasters now have the opportunity to give permanent support to the principle of standardized uniform measurement. If properly supported and properly reported to the public, basic measurements and factual background which will inspire confidence upon the part of those who use it."

## LOTS OF SPONSORED GRIDCASTS ON GRIDDLE

With football season in the offing next month, broadcasters have begun lining up bankrollers for the play-by-play coverage of collegiate and professional games. Aluminum Champ, of America, in its first venture into air advertising, has picked up the tab for all of 10 Tennessee University's games during the coming season over WNOX, Knoxville. Lowell Blanchard, local sports announcer, will handle the mike chore.

WHN, N. Y., will air the full schedule of Giant pro games with Old Gold renewing last year's sponsorship. Lennen & Mitchell, ad agency handling the account, do not set the gaffer yet. In Chicago, Atlas Brewing is underwriting all home and away games of the Cardinals over WJJD. Jack Brickhouse does the calling, replacing Bob Kloman who did the job last year. Brickhouse handled the Giant games last year.

## RDG Pacts Coast NBC, ABC a la CBS Pact

Hollywood, Aug. 5. Radio Directors Guild and NBC and ABC have finally agreed on a language contract. The attorneys for the nets are working out the language and forms of the pact will closely follow the pattern set with CBS last month, granting 400 weekly as a basic minimum for each net and \$100 for two-year tenure and more.

Next the Guild will tackle Mutual, where initial feelers have already been made, but where it is now believed that the RDG has no majority since several directors have moved into executive classifications. Anyhow, Lewis Allen Weiss, Mutual's top lawyer here, has posed the question of RDG acceptability on the grounds that directors or producers as they are sometimes called, are hire-and-fire authority and therefore are employers or ex-ecs.

## Television Reviews

Continued from page 23

is type of show which puts television in the "crystal set" stage. Many attractions of format is mystery guest who wears mask and is a mystery. The format is by Payne regarding climb to success. During conversation they drop clues for identifying purposes and viewers mail these hints plus correct answers to station. Various items, including compact, typewriter and cigarette case prizes.

Lady in the mask, on program in question, was Jane Christy, who has not only been but also a musical sequence when one of her recordings was played as she was gabbed with Payne who said neatly as talk-provoker, but whose attempts were impulsive. His brisk and un diplomatic brusqueness of guest almost cost the blonde vocalist loss of points.

In course of their talk, Payne mentioned provisions of new Harmonica, and in typical show by his manner, music of "Peo O' My Heart" hums in background. Seconds later the trio, with harmonicas at hand, move into picture as surprise guests. Talent lineup was brightest spot of show and despite very simply answered guessing game, their appearance perked things up.

Lisa Burton ad announcer is recent addition and was improvement over current presence in text and commercials of same name and voice. However, they could make use of Burton if he worked visually rather than as voice pro, but does not talk advantage for. Commercials are flat, sordid pieces of copy and could use injection of something which would sell, not detract.

## WMEX Allowed to File New FM Request as Claims Made That Coin Is on Hand

Washington, Aug. 5.

It looks like WMEX, Boston, originally denied an FM franchise in Boston because it didn't show enough blue chips to underwrite the operation, will get in the FM picture.

FCC last week turned down the company's request for a rehearing on its FM bid, but added that WMEX could file a new request for one of the two reserved Class B FM slots in Boston. FCC had rejected the station for its racing shows, use of time-breakers and heavy landing of spots on its foreign-language station but had given lack of dough as only reason for denying the FM license. WMEX reports that as result of \$10,000 profit picked up during the first six months of '47, it now has \$40,000 in cash set aside just for FM. Station said it would probably be in Boston this year which would enable it to go into FM.

This is the second time financial accounts of the gotten into trouble at FCC. Two FCC members registered strong dissents when WMEX's application was filed in 1938, on the grounds that during April and December, 1936, WMEX and its owners have found no additional financing but that no testimony was given on this source.

## SSC & B

Continued from page 19

rehearsals. Also, there might be a saving on script fees, as there'd be virtually no extra typewriter exercises for the writers. Stauffer is said to be working out just such wrinkles with many of the name performers during his present Coast stay.

## Disk Possibility

Another possibility is that the re-broadcasts might be done via recording, with different commercials dubbed in. That would probably also lower greatly reduced net cost. Although such a series would be unacceptable to either NBC or CBS, since it would violate their non-recording rules, it would be a major attraction for either ABC or Mutual. Particularly ABC, which is currently playing footy-footy with various advertisers and agencies to bolster its already potent Wednesday night lineup, would undoubtedly make extreme concession to land a series of this kind.

However, if the series, either live or recorded, were to involve substantially reduced talent fees, it would probably have to be cleared with the American Federation of Radio Artists (AFRA). The performer union has no objection to live propositions in the past, although it has never rescinded the waiver it granted the AFRA several years ago. It also permitted the Stage Door Cartoons to make a limited duodecided-scale deal with Corn Products for the "Stage Door Cartons" program.

On the other hand, when Chesterfield proposed another such deal for "This Is the Army," several years ago, AFRA precipitated a violent row by forbidding it. In that case too the beneficiaries would have been the Army Relief Fund.


## NAB's Standards On School Courses

Washington, Aug. 5.

NAB moved last week to set up standards for radio in high schools and college level. A newly formed Educational Standards Committee held its first meeting (29) to work on methods of accrediting such courses and to establish educational liaison between educational institutions and the radio industry.

NAB committee stressed needs of broadcasters for qualified personnel and urged uniform standards to measure radio curricula now available to students and ex-G.I.s. Committee also urged a program of in-service training for persons already at work in radio to improve present performance. Committee members include Ralph W. Hart, chairman; Dr. Willis Dunbar, WKZO; F. C. Sewell, WLAC; Judith C. Walters; and William B. Wray, KVOO.

Memphis-Allyn Avey has taken over as new chief announcer at WHEW, WBBB and WZLX, R. Ford, who jumped to WDDC, Washington.



MR. LOU CLAYTON  
UNITED AIRMAIL DRUG CO.  
FEBRUARY 1947 - 1948 - EDITOR  
"This Time for Keen"  
"I'm Happiest in Brooklyn"

### FOR SALE!

5,000 WATTS CBS  
NEW ENGLAND  
Gross: \$180,000 Per Year  
Price: \$185,000  
Including \$16,000  
Cash and Accts. Receivable  
Box 40F, York 15 W. 44th St.,  
New York 19, N. Y.

### ACT QUICK!

OLAN SOULE  
Starring in  
"GRAND MARQUEE"  
NBC—Omnit to Coast  
Royce Crane Shampoo

### AVAILABLE—VERSATILE RADIO DIRECTOR

EXPERIENCED YOUNG WOMAN  
Available for part-time work  
Box 770, Variety, New York 19, N. Y.

## ON TARGET



## WDRC Market Wins National Honors

Sales Management's "Survey of Buying Power" gives the state of Connecticut two "firsts" in per family income and quality of market index. The city of Hartford and Hartford County are among the top three in their groups. THIS is a mark, and the WDRC Primary Area gives you the best big slice of . . . \$949,927,000 in Retail Sales. Write for WDRC's new Market Study, with the whole story of how to Connect in Connecticut.

Wm. F. Mads, Commercial Mgr.  
REPRESENTED BY RAYMER



MEANWHILE MISS RIDGWAY has also come up with another package, "Millionaire's Alley," a saga of kids who come to the big town and their bid for the bigtime.

## TAKE THE GUESS OUT OF BUYING

WITH WOVS 5 Audited Audiences



We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each defined, different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and . . . "TAKE THE GUESS OUT OF BUYING"

Ralph N. Wall, General Manager  
John E. Parsons Co., National Representative

# Attlee Key to Pic Tax

based on a 25% freeze in remittances from Britain for a period of six months. Proposal leaves door open for extension of the freeze for a full year as a further incentive to the Labor government if it turns down the six-month limit. Acceptance of MPA's plan would effect a cut in U. S. remittances from \$68,000,000 to \$51,000,000 annually.

American companies agree under the plan to accumulate the blocked funds in Britain as an aid to her economy but want the funds to be withdrawn when the situation eases. Whether or not U. S. companies are ready to propose a higher figure than 25% for the freeze rate is not known. It was indicated, however, that the MPA has several alternative plans in reserve if this one is found unacceptable. If American film execs here have been encouraged by the unanimous display of reluctance among the chief officers to place such an import tax on U. S. films. But pressure for dollar exchange is forcing their hand against their wills.

Last week Glenville Hall, M.P. and financial secretary to Dalton, expressed his "deepest" affection for American films but, he said, the meeting of Parliament tomorrow and Thursday (7) will decide the fate of all luxuries, such as films, tobacco, radios, disks, etc. Hall reiterated the sentiments of John W. Belcher, M.P., and Parliamentary secretary to the British Board of Trade, who expressed himself the previous day.

Both Hall and Belcher, speaking for Dalton and Sir Stafford Cripps, Board of Trade president, stressed that any customs tax on American films would be imposed only because

of England's current economic stress and would be "most reluctantly" applied as a "temporary" measure. Both agreed that the ambiguous meaning of "temporary" should be clarified by a specific provision. Belcher further agreed that it was impossible for American film interests to oppose effectively a sword of Damocles, in the form of a threatened revenue tax, hanging indefinitely over their heads.

Parliamentary solons admitted that disgruntled newspaper editors, who have been clamoring for higher rates, were helping to foment the public "clamor" against U. S. films. Hall said that an ad valorem tax would set a bad precedent for other nations to follow.

He struck an optimistic note by hinting that favorable terms in the forthcoming new American loan to Britain, and the Marshall plan, can avert an import tax. He reiterated that Dalton's law is right now, but yet all concerned are mulling means to forestall need for such a move. It is understood that the question of cutting army expenditures and food rations, it becomes a matter of "last resort" for the U. S. in the face of the general clamor, he declared.

At a secret government meeting last week, it is understood that Dalton proposed three plans for curtailing export of film dollars. One involved a tax based on his original idea of an import duty. Another involved a new version of the wartime dollar freezing measures, similar to that contained in the Johnston plan. Third entailed a plan for greater expenditure by American companies in British production.

Local press has been harrowing for guesses on how much will be remitted to Britain from the U. S. on earnings from its films. Yaxman's recent story, "Six Still Nix British execs have widely reprimanded." It generally estimated that the U. S. circuit's guarantee of \$12,000,000 to Rank next year will mean only \$5,000,000 in remittable dollars. Rank has mentioned percentage increases in his pictures in the U. S. and Johnston hinted at Britain's ability to remit "possibly considerably more" than the estimated \$12,000,000. Neither, however, would hazard guessing at definite figures.

## MPA Survey

Continued from page 3

owners despite assurances that what's being made is purely a statistical survey to provide the industry as a whole with more information about itself. The industry has suffered almost from its very beginning for lack of detailed dope on itself. The MPA is the only important trade association in the country with so little accurate data on the industry it serves.

Eric Johnston, when he became MPA proxy, thought the situation appalling when no one could tell him with any assurance what things are made of theatres in the U. S., number of seats, number of admissions per week, many factors, no price and similar details which trade organizations in other industries have at their finger tips. He said he started a research program.

First important project was the survey by exchange areas of number of theatres, seats, how many houses play dual bill, how many changes are made and other facts. Plan was to release it in 31 weekly installments, covering each theatre territory, with the first one on Buffalo—also carrying a U. S. summary. Before the release, however, it was discovered that while data on some areas was comparatively complete, in others it was not. It was therefore decided to hold up the whole thing in an effort to get better dope.

In any case, the attempted survey has served to demonstrate to Johnston and other MPA topgers one of the reasons why the industry knows so little about itself.

# INDPLS: WIBC GETS CHURCH AS GEN. MGR.

Cincinnati, Aug. 5.

Kenneth Church, exec vice-president in charge of sales at WKCY since December, 1944, when he transferred from WIBC, is resigning Aug. 30 to join WIBC, Indianapolis. There he will become general manager, succeeding George Biggar, who takes over direction of WHFD, a new station in Worthington, O.

There will be no replacement of Church at WKCY. L. B. Wilson, president and general manager of the station, will take on his duties. WKCY has terminated a contract of several years' standing with Free and Peters as exclusive national sales representative and this week is opening its own office in New York at 480 Lexington Ave. Ralph R. McKinnis, lately with the Paul H. Rayner agency, is in charge of the new branch, with Kathryn T. Callahan, formerly with the H. B. Humphrey agency, as assistant.

Wilson is lining up sales facilities in Chicago and other markets.

Hartford—Honorary degree of "State Farmer" has been awarded to Frank Atwood, farm program director of WTIC. Title was conferred at recent annual meeting of future Farmers of America, organization of boys studying vocational agriculture in Connecticut high schools.

# CIRCLING THE KILOCYCLES

Davenport—Appointment of Carlton J. Smyth, a member of the staff of WOC, Davenport, as assistant professor of journalism at Kent State University, Kent, O., has just been announced. Smyth will take charge of the school of journalism's new four-year radio-journalism sequence in the fall quarter.

Minneapolis—Clellan Card, one of KSTP's ace announcers and emcees, who recently announced his resignation, will return to his former Twin City CBS station, WCCO, Sept. 1. He has been with KSTP three years.

Atlantic City—Appointment of Joe Porter as commercial manager of WMID, Atlantic City's new Mutual affiliate, has been announced by Paul Hancock, gen. mgr. Porter was retail sales manager of WJZ in New York until the management of the station was taken over by the network early this year.

Pittsburgh—Dave Tyson, at WWSW for last seven years, will join WCAE Sept. 1 in September when he returns from Atlantic City, where he has been spending the summer directing children's activities at the Steel Pier. Tyson will handle the station's early

morning "Wake Up Time" program from 5:45 a. m. to 6:45. Al Stepping, former WJAS announcer, has joined WLOA in Bradock as director of advertising and sales promotion, and Bill Babcock, ex-KDKA, has gone to work there as news editor. Jimmie Spanos, former KGV scripter and later in advertising department of Joseph Horne's department store, is WWSW's new publicity chief. She replaces Mary Cohen, who took a summer leave of absence to study writing at Columbia Univ. and then decided to make his leave permanent.

Philadelphia—Fifth annual KYW summer radio workshop for teachers and students, conducted in cooperation with the Philadelphia Board of Education, set raw attendance records this year. More than 125 teachers and students participated in the workshop, which this year placed almost emphasis on script writing.

Danbury—Jerry Arthur, formerly with WNYC, N. Y. and WWOC, Waterbury, Conn., has been appointed program manager of new indie, WLAD, at Danbury, Conn. Station, 890kc daytimer, goes on air Sept. 1. Arthur was news room assistant at WNYC and disk jockey at WWOC.

TRANSCRIBED  
AND  
AVAILABLE  
for a

2  
hooper.

That's a whale of a rating. But that's what The Texas Rangers get at WGBI, Scranton. They get it by their famous transcription service—which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p. m., too, when there is a 37 per cent rise in use figure. Yes, Scranton listens to and likes The Texas Rangers. It's no wonder WGBI renews year after year. Buy The Texas Rangers transcriptions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

The Texas Rangers  
AN ARTHUR B. CHURCH PRODUCTION  
Pickwick Hotel • Kansas City 6, Mo.

we packed a picnic for 3000 Mailbaggers

ROSEMARY DAVIS  
Postmistress of the WLW Mailbag Club

The WLW Mailbag Club held its annual picnic in Cincinnati on July 19.

That in itself is not unusual. The picnics have been held every year, except during the war, since 1933. Neither is it unusual that six states were represented by the nearly 3,000 members in attendance. Nor that many dove all night to be on hand . . . that entire chapters arrived by chartered bus. It happens every year.

What is unusual is the very nature of the club itself. Since its establishment by WLW in 1928, the membership has grown to more than 10,000—with members in 43 states, Canada, England, Holland, Belgium, Sweden, Australia, New Zealand and India. Nearly one-third of the members are shut-ins and physically handicapped persons. The rest are persons who, like WLW, are interested in actively helping these shut-ins—to lend

encouragement, create new interests, make new friends . . . anything to combat what otherwise might be a very dreary, neglected existence.

For its own part, WLW provides the Postmistress and two fulltime assistants, broadcasts a weekly Mailbag Club program, publishes a monthly Club newspaper, and has established a Craft Shop through which many members have become self-supporting by the sale of their handiwork.

To the best of our knowledge, this is the only club of its kind in existence with scores of chapters actively organized for the sole purpose of bringing sunshine and cheer into the lives of the less fortunate . . . which aids materially in the maintenance and livelihood of otherfortunates.

The history of the WLW Mailbag Club and its activities is truly heartwarming and real . . . a humanitarian project which The Nation's Station is indeed proud to have established and encouraged.



CROSLEY BROADCASTING CORPORATION

## IMPORTANT NOTICE!!

Owing to lack of space, we are obliged to discontinue the "Patented Material" department. Therefore take notice that after the 10th day of September, 1947, we shall be obliged to remove all of said material in our files. All material which we will not be able to remove from our files at this time, please call in person and bring your receipt. We also continue all material furnished with the National Variety Artists from Artists (NVA).

NATIONAL VARIETY ARTISTS, INC.  
Head (BOARD OF DIRECTORS)  
24 West 46th Street, New York

## NBC Gets a Revamped Format

Continued from page 19

on" policy and invited all comets to kick the pants of NBC veepees. It was Menger against the NBC field. Among radio writers in general, it was not only comedy scribes but those writing in a serious vein—Menger was considered their toughest hurdle.

Successor to Menger is Ken Dyke, one of the three new administrative veepees. He'll head up program, continuity acceptance and public relations department. Since his return to the network (as an Army man he held the same rank—Brigadier General—as RCA board chairman David Sarnoff), Dyke has been headed for bigger and better things. In charge of broadcast standards and practices for the network (a post in which he'll continue) he has spent many months making a study of the whole commercial picture in radio with a view toward elevating the status of broadcasting and was also a key figure in setting up the new NAB code.

### Patterned After CBS?

Actually, NBC, setting up the administrative veepee structural setup, is patterning itself after the policies of CBS, where, besides Frank White and Adrian Murphy hold similar titles and divide department control.

Similarly, the reorganization is linked to an awareness that the "free side" of the postwar era has ended; that the era of competition, along with an expanded industry embracing television, is setting in.

Pue Trammell's own statement: "We expect that the administrative vice presidents will assume responsibility for the company's day-to-day operations, thereby enabling the executive vice president, Frank E. Mulen, and myself to devote more of our time to overall management."

## UNCOMPARABLE

Wanna Real Home?

Only 20 minutes from Manhattan on half-price residential community, heating, bathing, Equella Colonial 9 rooms, 3 baths, ample space, privacy for gracious living. Rushing 54-52.



... about the percentage of yearly renewals—nearly perfect!

WE'RE COCKY

IT'S MUTUAL

PHILADELPHIA'S PIONEER VOICE

REPRESENTED NATIONALLY BY GEO. P. HOLLINGSBERRY CO.

VICKEE RICHARDS

CURRENTLY:

CHEZ PAREE, Chicago

Chicago Herald-American, July 29, 1947. "Listen carefully to the songs of Vickie Richards, newowner of the Chez Paree. She has a sweet and wholesome delivery which will take you to the moon."

Exclusive Management—WM. MORRIS AGENCY

## Fry Dinking On-Spot Aion Data for Amni Show

Stephen Fry, who's now packing on-the-spot transcribed shows, flew to New Mexico this week for a commercial at the station.

Fry is recording the event on behalf of the Emergency World People's Congress, sponsors of the anti-atomic bomb.

## CBS Socks E & P

Continued from page 21

represents a departure from journalistic ethics.

Murrow wrote as follows:

"The Columbia Broadcasting System wishes to register a vigorous protest against an article in your issue of July 26, under the heading 'Hodges Insists Sun's A-Bomb Exposed.' That article represented one side of a difference of opinion. The Sun had CBS; it was a right to broadcast it was obviously on CBS Views the Press in which certain aspects of The Sun's editorial policy were exposed.

"The Sun's protest is that Editor & Publisher presented only one side of the argument, and a distorted one. E & P is a newspaper, as spokesman for the newspaper profession, has frequently and rightly set high standards for all members of that profession. It has called for even-handed, impartial presentation of the news.

"First, the presentation of Col. Hodges' broadcast does not quote anything from the original broadcast. CBS Views the Press is an entirely new and entirely accurate, although from the most elementary standards of Journalism.

"Second, and more serious, E & P devotes a large part of its account to the Sun's broadcast, and the part he made at the close. E & P distorts this point out of all proportion to the position it occupies in the Colonel's statement. Col. Hodges impugned the integrity of Don Hollenbeck, and another member of the CBS staff, in a slur that had nothing to do with the point at issue: a discussion of the Sun's original story.

"CBS says Col. Hodges the freedom not only to answer CBS's original broadcast; it also gave Col. Hodges the freedom to question the integrity of two members of its own staff. But CBS has no further defense from it. Both sides of the story be heard, so Hollenbeck was also given the opportunity to reply to the Sun's repetitious comments on the A-Bomb story, and to the slur against himself and a colleague.

"As the case is presented by E & P, CBS is given no opportunity to set its side; the case against two members of the CBS staff is allowed to stand. CBS believes in the expression for all sides of controversial issues; its entire news staff discusses and contributes to the program 'CBS Views the Press' which we believe has started healthy and mutual discussion of problems which affect both press and radio. CBS has given time to a critic even to challenge the integrity of its staff members, but that does not mean that CBS itself has any doubts; just the opposite.

"The fact that 'CBS Views the Press' continues as a cooperative newspaper venture, with Hollenbeck broadcasting it, speaks for itself, and Hollenbeck needs no further defense from us. But CBS and its staff do deserve from E & P and from all media which report their news the even-handed treatment which E & P asks of the press, and in which CBS will always attempt to deal, even to the point of permitting its own facilities to be used for criticism of itself. Finally, CBS and its staff deserve that E & P print the reply to the remarks of Col. Hodges which reflect not only on Hollenbeck, but by insinuation, on the entire CBS staff. This insinuation against me and one of my colleagues is a gross disservice to the interest of truth. It represents a deliberate attempt to mislead that readers and listeners have a right to expect from newspapers and broadcasters."

## Hard-To-Live-With Comm'Is

Continued from page 21

suspense the show drives for with announcements like this: "How can this one—keep a story like this anyone a cool that your blood and pulse quicken with suspense? Want my answer? Then I'd suggest that you get a cold, refreshing bottle of Phre's Extra Cold Cream. Phre's Extra does those things right."

### "Only Time to Fear..."

Jack Berch—Sponsored by Prudential—on the night of the commercial at 11:30 a.m. Life insurance is a tough subject to handle in a commercial but the show relies too much on fear to put its message across. For example (Berch speaking as a father): "I got to thinking about all the things those kids depend on me for—clothes, shoes, even baseball bats. Well, friends, every father should ask, 'how much would my family have to do without if I were gone tomorrow?'"

"You know, every day, more than 1,000 lives become widows. Yes, more than 1,000 women are left alone at that period of readjustment, and those first few years are certainly the hardest of a father's family." He goes on to point out that an adequate Prudential policy will protect your family "after the best of your family dies." Hardly the kind of listening on which a housewife can intelligently preparing lunch for her schoolkids.

Red Skelton Show—Sponsored by Raleigh cigarettes over NBC Tuesday nights at 10:30 (now off the air for the moment). Here's probably the most irritating repetition and illogical argument yet devised for a radio plug. It's also practically unique in that a competitor (Old Gold) has cracked back at the argument in its own commercial. Plug starts off the announcer's "Listen!" and then the audience hears the inexorable "WHSHSH!"—that get of fresh, pure moisture stands for the new freshness, new taste in the new, all new Raleigh 90's cigarette." Follows then the "medical science offers proof point-to-point" plug, then a dosement (with a hiltchlike plug) by a film star and then the "WHSHSH!" begins all over again, carrying on ad nauseum.

Walter Winchell Show—Sponsored by Jergen's Lotion over ABC Sunday night at 8. Another glaring example of advertiser and sponsor failing to trim their commercials to fit the show. Besides the wording being repetitious, the middle commercial, with its gush, is overlong and therefore irritating to the audience. Final plug starts off okay with a boy supposedly kissing a surprised girl, but the announcer, Ben, who comes in to negate the whole thing with a long spiel on "want your skin to be kiss-tempting too? Use Jergen's face cream daily." Girl then repeats "Oh, he kissed me," at the signoff.

### Soap Plug

"Call the Police"—Sponsored by Lever Bros. over NBC Tuesday nights at 9 as summer replacement

for "Amos 'n Andy." Rinsio White, plug with its whistling refrain, is not too bad, although some listeners might object to it as being too much like the singing commercial genre. Closing plug, for Lifebuoy soap, however, is a masterpiece of the kind more so than the "love that soap" campaign glorified in "Hucksters." Extra announcer's B.O. warning women comes in to say she's finally realized why she wasn't asked to that Garden Club affair. Then comes the whisper—"no one likes a woman who has B.O."—followed by the announcer's detailed explanation of how Lifebuoy can forever stymie B.O.'s plenty.

Gabriel Heatter Show—Sponsored by Arrig deodorant over the Mutual web at 9 p.m. across the board. "Hug-a-bug!" Both Arrig and Carter's Pills ditch the distastefulness of the B.O. commercial, but the Carter plug is even worse with its spiel on bowel regularity. Fact that Heatter himself lands into the Arrig commercial, doesn't build his audience reputation.

Heatter (after giving the weather report): "So from now on, it will continue to getting hotter, and hotter. And speaking of heat, ladies and gentlemen, I'd like to remind you that you can be a lot more comfortable this summer and avoid offending others too, with new, wonderful Arrig."

Announcer: "What kind of an impression do you make on the people you meet? Do you give your under-arm deodorant completely and safely protect you and your clothes? Or are you half a deodorant?"

Woman's voice: "Or are you half a deodorant?"

Announcer: "Don't be half safe," etc., etc., etc.

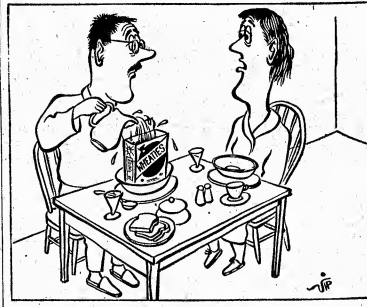
### Nick Keesley Exits Mutual

Nick Keesley, Mutual program sales manager the past year and a half, has resigned. He's planning to return to the ad agency field.

Prior to his MBS spot, Keesley was with CBS three years, and with N. W. Ayer for 15 years previous.

## WITAG WORCESTER

WITAG WORCESTER  
Central New England  
elivers



"Aren't you going to offer me any?"

VICKEE RICHARDS

CURRENTLY:

CHEZ PAREE, Chicago

Chicago Sun, July 29, 1947. "Vickie Richards... a Chicago debut was a delightful relief from the ordinary run of girl singers."

Exclusive Management—WM. MORRIS AGENCY

## Eastern Prod. Labor 'Saving'

Continued from page 7

working in N. Y., consequently, have only one man to negotiate with in these classifications—in this case, Sol Scappa, Local 62's business manager. Only other technical unions existing in N. Y. are the carpenters and painters local, and the cameramen's organization.

As a result, Lewis maintains, there's no chance of union "feather-beds" or of jurisdictional labor disputes such as those which have tied up Coast production into knots and which have proved one of the major factors in skyrocketing production costs. "Producers can work here for less money, he avers, because they can use fewer men and better men." As an example, he declared that sets built at the Pathe studios under these conditions have cost less than the original estimates made in producers' budgets.

In addition, he pointed out, Local 62 doesn't require standby crews if a local producer brings in a crew from Hollywood. Only N. Y. union requiring standbys is the cameramen's, and most producers have been content to import only their head liner, trusting the rest of the work to local men. Because relations with Local 62 have been all sweetness and light to date, there's little likelihood that existing conditions will change unless Coast producers don't give the local men a chance, Lewis averred.

Refuting charges of Mark Hellinger that New York weather made production too costly in the east, the Pathe chief declared that Hellinger lost time because he hadn't taken the precaution of providing a "cover" set to be used when the weather was bad. No Coast producer working Hollywood, he said, would consider starting a film without a cover set. He suggested that producers should be prepared to spend at least one-third of their shooting schedule indoors, which is equivalent to the schedule used by most producers on the Coast.

During his trip to the Coast, during which he'll reside with produc-

tion chiefs at each of the major studios, Lewis will stress that it's unnecessary for the Coast filmmakers to ship trainloads of equipment to N. Y. Pathe studios, he declared, have the "the latest and best" equipment, and producers making use of it can save themselves the high costs of transportation. He'll also point out that Pathe studio execs have accumulated sufficient production know-how to advise Coast producers using their facilities on the best methods of eastern production.

Finally, Lewis will emphasize to producers contemplating shooting films here that it's to their advantage to provide at least one cover set. Pathe studios, he said, can handle three cover sets at one time, meaning three major productions can be shot simultaneously at the studios.

## Harrison Upped to Prez Of Two Mass. Stations

Springfield, Mass., Aug. 5.

Gerald Harrison of Belmont, Mass., active in broadcasting for 21 years, has been elected president of WMAS, Springfield, and WLLH, Lowell and Lawrence, Mass. He has been vice-president and a director of both stations; and succeeds Albert S. Moffat, who died July 22.

Harrison has been in radio since 1926, when he broadcasted hockey, boxing, wrestling and baseball over a special hookup of stations. He was with the Yankee Network from 1930 to 1944 as director of public relations and of station relations. In 1944 he resigned from the network to become vicepres and a director of WMAS and WLLH.

Worcester—Robert W. Booth, vice-president and general manager of WTAS, has been appointed to the Army Advisory Board for that area. A captain during the war, Booth served in the Pacific for three years.

## WCAU Memorandum On 'Looking Ahead' Shows Goodwill Garnered

Philadelphia, Aug. 5.

Example of how a big city station can garner goodwill from smaller communities in its listening area was shown by a roundup of letters, clippings, testimonials, etc. in a memorandum book compiled by WCAU's promotion department as an aftermath of its "Looking Ahead" series.

Show was broadcast each week, with each program featuring one of the cities in the listening area. In all, 12 municipalities were highlighted with schools, chambers of commerce, city officials, newspapers and even local radio stations co-operating. Students of local schools were used for research in getting facts for show.

Shows were frontpaged in dailies of these towns; city fathers passed resolutions praising WCAU and with it came mass of goodwill and new friends for station.

Show highlighted history, background, industry, sports, personalities and future plans of each town. Part of the show was live; the rest was platted on the spot by special events crews. Show was brainchild of Robert Pryor, WCAU promotion and public relations director.

## 13 More for Newman

Productivity is now that Devall Products, sponsors of Eddie Newman, all-night disk jockey on WOR, N. Y., will renew after the first 13 week period, setting aside some trade rumors involving both Newman and Barry Gray, former WOR all-nighter.

It's known there was some dissatisfaction among WOR execs regarding Newman, but sponsor's willingness to renew stills that. There is also a mixed feeling at WOR regarding Gray, longtime "bad boy" of the station, with some execs wanting him back and others definitely against.

## Inside Stuff—Radio

Rev. John C. Heenan, D.D., is in the U. S. studying broadcast operations and technique. Father Heenan, a well known London priest, speaks on the BBC once a month. He's scheduled to fly back to England in September.

He recently visited Rev. Francis H. Woods, director of the Catholic Radio Guild of the Albany Diocese and broadcaster of a weekly children's program over WGT, Schenectady.

When "Sound Off" switches to Saturday airings on Aug. 16 it will have run the greatest part of the week during its span. A year ago on July 4, it originally aired on Mondays, later switching to Wednesdays, Tuesdays, Thursday, Friday and Sunday, in the order listed.

Most ambitious schedule of any indie FM'er in the country is planned by Sid Alpert, prey of newly-authorized WHIP, Silver Spring, Md. Alpert says his FM station will be on the air a straight 19 hours a day, from 6 a.m. to 1 a.m. daily.

Nearest approach to this now is pioneer FM'er, WBCA, Schenectady, run by Leonard Asch, which programs 16 hours a day. Asch, however, has a Mutual network contract to help out with the programming.

Other indie FM station in D. C., Everett Dillard's WASH is on the air nine hours daily.

Behind-the-times attitude is still reflected on some newspapers regarding local stations. Two largest dailies in Queens borough, N. Y., the Long Island Daily Press and Long Island Star Journal, with combined 150,000 circulation, won't permit mention of radio listings or news columns of Queens indie WRIH, located at Woodside, L. I. Although kilocycle position box lists webs and such N. Y. city indies as WMAC and WQXR, WRIH is omitted. Station has been in existence 20 years, and can't break down newspaper prejudice. If news stories are run, involving WRIH, papers refer to it as "a local station." Station, however, is getting around the prohibition somewhat by public-service ads in the sheets (for Army recruiting, etc.) and through sponsors running ads quoting from jockeys, comedians and emcees on programs. It's all part of the "local competition" game.

Papers are part of the Newhouse chain.

Norman Corwin's "One World" series was the subject of a recent editorial in the Southern Cross, Wellington, N. Z., daily. The piece called the show, which is heard there via recording, "important, stimulating and vital," and a "stupendous achievement . . . capable of strengthening the democratic faith which is all that stands between us and global dissolution." It urged that the government-operated National Broadcasting Service give the program the advertising and publicity support it deserves.

## Denver's Co-op Reprise

Denver, Aug. 5.

All five of Denver's radio stations, KFEE, KILZ, KMYR, KSOA, KVOZ, are cooperating in sponsoring a Radio for Retailers luncheon Aug. 12, at which Lee Hart of the NAB will be featured speaker.

This is second co-op deal for Denver stations recently, having combined to participate in picnic for blue seniors at Elitch's Gardens (May 5).

## Chi's WJZD Latest To Join Roster of 50,000 Watters

Chicago, Aug. 5.

WJZD, local Marshall Field station, became the nation's newest 50,000 watt yesterday (Mon.). In addition, including the first 50,000 watt postwar RCA transmitter, cost \$250,000. Station is on limited time basis, with application before FCC for full time.

# We saw it coming...

Seventeen-year-old Alvar "Bud" Elbing walked to the center of the stage of the Washburn High School auditorium in Minneapolis to accept his graduation diploma, then walked down to face a tough problem—

"Where do I go from here?"

Bud's father had offered to train him as an electrician and find him a steady job with good pay. His English teacher, on the other hand, had said that with his knack for putting words together, Bud should go to college and get into advertising. Bud couldn't make up his own mind.

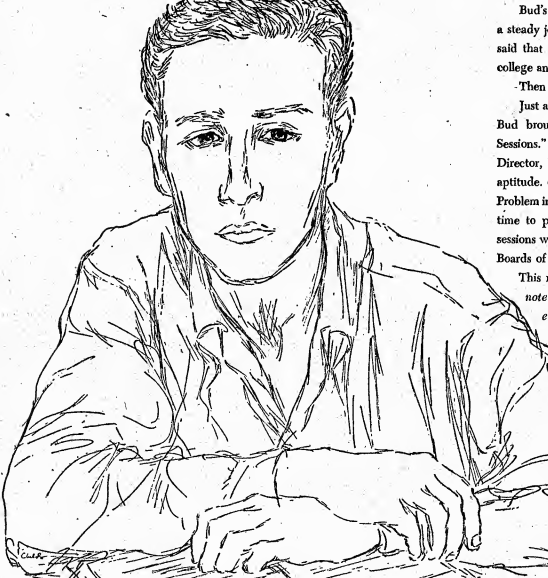
Then Columbia's WCCO looked ahead. And found Bud's future.

Just as 1,683 other Northwestern high school graduates and veterans, Bud brought his problem to one of WCCO's "Vocational Guidance Sessions." And found his "right niche"—thanks to WCCO's Educational Director, E.W. Ziebarth, recognized Northwest authority on vocational aptitude. (In addition to directing WCCO's "Higher Education as a Public Problem in Minnesota" and "Challenge of Reading," E.W. Ziebarth devotes time to personal interviews, and conducts special vocational guidance sessions with groups of high school seniors through the cooperation of the Boards of Education of Northwestern communities.)

This month Alvar Elbing wrote: "Dear Mr. Ziebarth: This is just a note of appreciation for the guidance you gave me at WCCO. I'm entering the University this Fall, to study in the Advertising Division of the School of Business Administration. I'm sure now, after talking with you, that's what I want to do."

Finding the right niche for Alvar Elbing, and other Northwesterners, is the kind of service—both on the air and off—that has made WCCO "The Good Neighbor to the Northwest." It helps to explain too, why—day and night—more people listen to WCCO than to any other station in the entire Northwest.

WCCO









## Alexander Circularizes B'casters In Behalf of Small Music Pubs

Washington, Aug. 5. Perry Alexander, small New York music publisher, is carrying his recently-launched fight for a better break for himself and contemporaries affiliated with Broadcast Music, to the radio networks and individual station owners, collecting owners and financiers of the music rights organization. Alexander last week circularized station owners, Justin Miller, president of the National Assn. of Broadcasters, and others, with a letter bitterly attacking BMI's so-called "incentive scheme" of handling small pubs (\$48 per plug arrangements) and singling out individuals connected with BMI for taking.

Alexander, who claims in his letter to represent 100 small BMI pubs, urged broadcasters to see to it that a committee from among their num-

ber be named to meet with himself and a committee of those who represent him. His letter has had some effect, since several D. C. station-owners who have received it assert that the charges are sufficiently serious in their opinion to warrant a survey and possibly the formation of the requested radio committee to check into the situation.

In ranking over BMI's executives for claiming "insulting, indifferent" methods of dealing with publishers of his level, Alexander misses none. He starts with Carl Haverlin, recently appointed press, and raves over Merritt E. Tompkins, v.p. (now moving to a new job, see separate story), Sidney Kaye, one of the founders, and attorney Bob Burton.

Sidney Mills, professional manager Mills Music, out of hospital after checkup.

## Songs With Largest Radio Audiences

The top 33 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peustman, Director.

Survey Week of July 23-31, 1947

Across the Alley From the Alamo	Capitol
Albino	Sinatra
Almost Like Being in Love—"Brigadoon"	Fox
An Apple Blossom Wedding	Shubert
As Long As I'm Dreaming—"Welcome Stranger"	Burke-VH
As Years Go By	Miller
Ask Anyone Who's Been There	Winkler
Cecilia	ABC
Chi-Baba	Oxford
Come to the Mardi Gras	Southern
Deep Down in Your Heart	Triangle
Don't Tell Me—"Hucksters"	Robbins
He Said "You"	Lombardo
Everybody and His Brother	Chappell
Feudin' and Fightin'—"Bons O' Guns"	Barton
I Have But One Heart	Melrose
I Want To Be Loved	Robbins
I Wish I Didn't Love You So—"Perils of Pauline"	Paramount
I Wonder Who's Kissing Her Now—"I Wonder Now"	Robbins
I Wonder Who's Kissing Her Now—"I Wonder Now"	E. B. Marks
Ivy—"Ivy"	Burke-VH
Kale	Crawford
Let's All Sing—"Cocacola"	Berlin
Lady From 29 Palms	Martin
Marionette	Faust
My Heart Is a Robe—"Green Eyes"	Burke-VH
Passing By	Chappell
Red Hot Rhythm and Blues	Robbins
Tallahassee—"Variety Girl"	Morris
That's My Desire	Famous
Whitewater Song	Mills

The remaining 19 songs of the week, from the copyrighted ACI (Peustman)

A Sunday Kind of Love	Maurice
All My Love	Harms
Every So Often	Warren
I Believe—"It Happened in Brooklyn"	Sinatra
I Can't Get Up the Nerve To Kiss You	Sant-Joy
I Do Do Do Like You	Harms
If My Heart Had a Window	Mutual
I'm So Right Tonight	Leads
Lazy Mood	Capitol
Love and the Weather	Berlin
My Adobe Hacienda	Southern
Old Devil Moon—"Pinia's Rainbow"	Crawford
On the Old Spanish Trail	Maurice
Reckin' Horse Cowboy	Farrow
Siela By Starlight	Beverly
That's That Lonely Feeling	Melrose
Time After Time—"It Happened in Brooklyn"	Sinatra
Tomorrow	Morris
Would You Believe Me—"Love and Learn"	Remick

† Musical, ‡ Legit Musical.

## Lombardo At It Again; Times Playdates With Top Sport on Calendar

Guy Lombardo, who often sets work dates for his band that coincide in time and locale with top sport events, has been back in the Roosevelt hotel, New York, earlier than he usually does so as to be working in N. Y. at the time of the World Series, in which the N. Y. Yankees look like a clinch to take part and which may turn out to be an all-N. Y. affair, with Brooklyn as opposition.

Lombardo has advised Music Corp. of America not to set him on certain dates they had in mind so as to leave room for a possible early October debut at the Roosevelt instead of three or four weeks later, as originally intended. As it stands now, Orrin Tucker's orchestra reopens the Roosevelt's refurbished Grill Aug. 28 for four weeks, with Lombardo to follow.

## Form B Delay

Continued from page 23

from the Treasury on various phases of handling a Form B-less business, the AFM has delayed in issuing a replacement contract blank eliminating clauses which make the buyer of a band its employer and subject to Social Security and Unemployment taxes for musicians. As a result, many hotels are delaying signing contracts on completed talent deals.

In a majority of the cases involving delayed signings, however, hotels involved are willing to join blanket-completed agreements on the condition that the agency selling the talent affix to the contract a letter absolving them from the long-disputed tax clauses of the Form B blank. They have had so much trouble in the past with confusing orders concerning Form B that they do not want to take chances on signing Form B blanks regardless of the fact that the U. S. Supreme Court weeks ago put out of existence.

## Local 47 Halts Funds For Anti-Labor Law Fight to Study T-H Bill

Hollywood, Aug. 5. American Federation of Musicians' Local 47 which has earmarked from its treasury a huge fund to fight anti-labor legislation, has suddenly realized it might be violating the Taft-Hartley Law and hence has paused in its plans. Last April the local set aside \$20,000 to battle the then-proposed law and spent about \$8,000 in late blasts before the law became effective. Last week \$12,000 was gifted to the Los Angeles Central Labor Council as a further labor war chest.

Local 47 heads were tipped that the T-H Act is seen with teeth which bars unions from using funds for political purposes. While the law permits donations to any cause, it polices all expenditures. Now all the fight seems to have gone out of Local 47, while its execs probe for an idea of how the funds can be administered in propagandizing against labor legislation on all fronts as yet remain within precincts of the wide-sweeping T-H Act.

**GREAT NEW DISC!**  
Recorded by  
**Charlie Barnet**  
APOLLO No. AP-3100

**THE  
DARKTOWN  
STRUTTERS'  
BALL**  
By Shelton Brooks

**Leo Feist, Inc.**  
115 Broadway, New York, N. Y.  
HARRY LINK, Gen. Prof. Mgr.  
GEORGE DALIN, Prof. Mgr.

## WE WISH TO ANNOUNCE OUR OPENING!!!!

### NO FANFARES

### NO FIREWORKS

### NO BALLYHOO—

### JUST SONGS

### "I'M HAVING A LOT OF FUN

### GROWING OLD"

### A Swell Tune, a Great Lyric, a New Idea

### DIFFERENT

### \*\*\*

### "EV'RY THING'LL BE ALL RIGHT"

### A Rhythm Novelty—A Great Band Tune

### and

### (When I Say I Love You)

### "IT'S REALLY MY HEART

### THAT SPEAKS"

### A Ballad That Possesses Undeniable Heart Appeal

### Copies Are Ready Send For Yours

### BEE-C-BEE

### Music Corporation

### Five Columbus Circle New York 19, N. Y.

### CO. 5-7487

### "WHERE HAD MEETS THE CIRCLE"

## BMI Put-up Sheet

### HIT TUNES FOR AUGUST

(On Records)

### CASTANETS AND LACE (Republish)

Sunny Kaye-Vic. 20-2348 & Bob Houston-MGM†

### COME TO THE MARDI GRAS (Peer)

Xavier Cugat-Col. 37356 & Freddy Martin-Vic. 20-2338  
Vitor Lombardo-Maj. 2245 & Formosa Adams-Cap. 439  
Andrew Sisters-Decca & Dining Sisters-Cap. 423

### IT TAKES TIME (London)

Benny Goodman-Cap. 376 & Louis Armstrong-Vic. 20-2229  
Doris Day-Col. 37234 & Guy Lombardo-Dec. 22665

### I WONDER WHO'S KISSING HER NOW (Marks)

Perry Como-Vic. 20-2315 & Ted Williams-Perry Come-Dec. 23078  
Ray Noble-Col. 37444 & Miling Sisters-Cap. 439  
Joan Sabin-Vic. 25-0101 & Danny Kaye-Dec. 24110  
Dick Robertson-Dec. 1512 & Ben Tipton Singers-Sonora 1084  
Four Vagabonds-Apollo 1035 & Jack Mulvaney-Cap. 402  
Frank Froese-Dec. 22602 & Bobby Doyle-Sig. 15037  
D'Arango-Sonora 2012 & Jay Williams-Maj. 6013  
Joe Howard-Decca 1036 & Harold Lang-Tony-Sonora 10002  
Joseph Littou-Platone 5132 & Jerry Cooper-Diamond 10022  
Wayne King-Vic.†

### JUST AN OLD LOVE OF MINE (Campbell-Forgie)

Billy Eckstein-MGM 10014 & Peggy Lee-Cap.†  
Tommy Dorsey-Vic. 20-2371 & Peggy Lee-Cap.†  
Doris Day-Col.†

### LOLITA LOPEZ (Encore)

Freddy Martin-Vic. 20-2288 & Dining Sisters-Cap. 423

### MY ADOBE HACIENDA (Peer)

Eddy Howard-Maj. 1117 & Billy Williams-Vic. 20-2150  
Kenny Baker-Dec. 22848 & Miling Sisters-Cap. 439  
Coffman Sisters-Ext. 147 & Aquino Tite-Rhapsody 102  
Hammond-Barnes 1037 & Bobby Troup Tite-Mercury 3057  
Art Kessel-Vogue 785 & Billy Hughes-King 600  
Louise Massney-Col. 37325 & Dining Sisters-Cap. 389

### SMOKE! SMOKE! SMOKE! (That Cigarette)

(American)  
Tex Williams-Cap. 40001 & Phil Harris-Vic. 20-2370  
Lawrence Webb-Dec. 24112 & Dena Delinger-Cap. 263

### STUDY OF SORENETTO (Fennar)

Buddy Clark-Xavier Cugat 37307 & Bobby Doyle-Sig. 15079

### THERE'S THAT LONELY FEELING AGAIN

(Mellin)  
Hal Halpin-MGM 10092 & Connie Boswell-Apollo 1064  
Louis Prima-Maj. 1148 & Chiffie Sybil-Vic. 20-2287  
Frankie Carle-Col. 37327 & Freddy Weaver-Cap. 426  
\*Soon To Be Released.

### Coming Up

AIN'T NO HURRY, BABY (Stuart)  
EV'RYBODY AND HIS BROTHER (BMI)  
FORGIVING YOU (Mellin)  
GOT A RING AROUND ROSIE'S FINGER (Down)

HILLS OF COLORADO (London)  
HONEYMOON (Marks)  
IT'S SO NICE TO BE NIEGE (Tune-House)  
MY LOVE FOR YOU (Encore)  
TENNESSEE (Stevens)  
THIS IS THE INSIDE STORY (Stevens)  
WAIT'LL I GET MY SUNSHINE IN THE  
MOONLIGHT (Vanguard)  
YOU'RE THE PRETTIEST THING (Duchess)

## BROADCAST MUSIC INC.

350 FIFTH AVENUE, NEW YORK 10, N. Y.

NEW YORK CHICAGO HOLLYWOOD

# FILM-TUNE HEADLINERS

... and favorites in Juke Boxes, Retail Stores and on Disk Shows across the nation

from the PARAMOUNT PICTURE

**"PERILS OF PAULINE"**

Starring Betty Hutton and John Lund

SONGS BY FRANK LOESSER

**I WISH I DIDN'T  
LOVE YOU SO**

Dick Haymes—Decca  
Dinah Shore—Columbia  
Vaughn Monroe—Victor

Helen Forrest—MGM  
Betty Hutton—Capitol  
Dick Farney—Majestic

**POPPA, DON'T PREACH TO ME**

Betty Hutton—Capitol  
Phil Harris—Victor

Dinah Shore—Columbia  
Merry Macs—Majestic

**RUMBLE, RUMBLE, RUMBLE**

Betty Hutton—Capitol

Murphy Sisters—Apollo

**THE SEWING MACHINE**

Betty Hutton—Capitol

from the PARAMOUNT PICTURE

**"VARIETY GIRL"**

An All-Star Cast

SONGS BY FRANK LOESSER

**TALLAHASSEE**

Bing Crosby & Andrew Sisters—Decca  
Vaughn Monroe—Victor  
Dinah Shore & Woody Herman—Columbia  
Johnny Mercer & Pied Pipers—Capitol  
Kato Smith & 4 Chicks and a Chuck—MGM  
Ray Dove—Majestic

**HE CAN WALTZ  
YOUR HEART CALLING MINE**

from the PARAMOUNT PICTURE

**"DEAR RUTH"**

Starring Joan Caulfield and  
William Holden

by JOHNNY MERCER and  
ROBERT EMMETT DOLAN

**FINE THING**

Charlie Spivak — Victor  
Les Brown — Columbia  
Dick Farney — Majestic

## Two Outstanding "POP" Songs by FRANK LOESSER

**BLOOP BLEEP**

Danny Kaye—Decca  
Woody Herman—Columbia  
Alvino Rey—Capitol

Deep River Boys—Victor  
Frank Loesser—MGM  
Two-Ton Baker—Mercury

**WHAT ARE YOU DOING  
NEW YEAR'S EVE?**

Charlie Spivak—RCA Victor  
Margaret Whiting—Capitol  
Dick Haymes—Decca

Kay Kyser—Columbia  
Art Lund—MGM

**STELLA BY STARLIGHT\***

BY NED WASHINGTON AND VICTOR YOUNG

Ray Bloch—Signature  
Billy Butterfield—Capitol  
Victor Young—Decca  
Dick Haymes—Decca  
Dennis Day—RCA Victor

Harry James—Columbia  
Frank Sinatra—Columbia  
Johnny Johnston—MGM  
Jack Fina—Mercury  
Ted Straeter—Sonora

**MY FUTURE  
JUST PASSED\***

BY GEORGE MARION JR. AND RICHARD WHITING

Dick Haymes—Decca  
Della Rhythm Boys—Decca  
Hal McIntyre—MGM  
Joe Dosh—Continental

Harry James—Columbia  
Margaret Whiting—Capitol  
Ronnie Kemper—Signature

\*Beverly Music Corporation Sole Selling Agents

**PARAMOUNT MUSIC CORP.**

1619 BROADWAY, NEW YORK, N. Y.

**FAMOUS MUSIC CORP.**

1619 BROADWAY, NEW YORK, N. Y.

PUBLISHERS FOR PARAMOUNT PICTURES

## Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Covers Made	Total On Date
Sammy Kaye.....	Astor Roof (\$50; \$1-\$1.25).....	7	3,225	24,950
Guy Lombardo.....	Waldorf (400; \$2).....	4	2,950	12,050
Sketch Henderson, Pennsylvania (500; \$1-\$1.50).....		6	1,400	10,800
Jerry Wald.....	New Yorker (400; \$1-\$1.50).....	1	1,150	1,925
Johnny Pineapple, Lexington (300; \$1-\$1.50).....		37	875	35,525

\*Ice Revue at New Yorker.

## Chicago

Freddie Naege (Empire Room, Palmer; 650; \$3.50 min.). Liberace and Apple garnering cash trade for good 4,400.  
 Charlie Ventura (College Inn, Madison; 900; \$2-\$3.50 min.). Ventura, Dick Farney, Clark Dennis, Joe Mells and Jackie Cain. Excellent 5,500.

## Los Angeles

Eddy Howard (Ambassador; 900; \$1-\$1.50). Beating heat wave; okay 8,900 covers.  
 Russ Morgan (Ambassador; 900; \$1-\$1.50). Using plenty of bally to lure 'em downtown; okay 2,900 tabs.

## Location Jobs, Not in Hotels

(Chicago)

Marty Gould (Chez Paree; 650; \$3.50 min.). Danny Thomas plus jewelry convention equalled smash 6,200.  
 Henry King (Argonne; \$0.90-\$1.15 adm.). Dick Jurgens out. Full week of King hot 13,200.  
 Ray Pearl (Blackhawk; 500; \$2.50 min.). Slipped slightly to still smooth 3,900.  
 Lawrence Welk (Trianon; \$0.90-\$1.15 adm.). Potent 18,000.  
 Buddy Shaw (Latin Quarter; 700; \$2.50 min.). Ritz Brothers, Connie Russell, who opened Wednesday (30) gave walk-up nitery crisp 5,900.

(Los Angeles)

Jack Barrows (Arson, B. Ocean Park, 9th wk.). Skidded to 4,400 admissions.  
 Tommy Dorsey (Casino Gardens, B. Ocean Park, 9th wk.). Stout 10,000 admissions. Difficult to estimate big as terpalace is using plenty duck dodges to draw.  
 Frankie Carter (Palladium, B. Hollywood, 2d wk.). Okay at 12,000 customers; torrid weather militating against site.

## 10 Best Sheet Sellers

(Week Ending, Aug. 2)

Peg O' My Heart... Robbins  
 I Wonder, I Wonder... Robbins  
 That's My Desire... Mills  
 Across Alley Alamo... Capitol  
 Chi-Baba... Oxford  
 When I'm Alone... Capitol  
 Anyone Who Knows... Wilmar  
 Almost Like Being Love... Fox  
 Feudin' and Fightin'... Chappell  
 Ivy... Burke-Whit

## Second 10

Apple Bloom Wedg. Shapiro-B  
 Had Life Live Over... General  
 I Wish Didn't Love... Paramount  
 Tallahassee... Famous  
 Aincha Comin' Back... Sinatra  
 Sweet 16... Shapiro-B  
 Midnight Masquerade... Shapiro-B  
 Dreams Done Dozen... Criterion  
 I'm So Right Tonight... Leeds

## Inside Orchestras—Music

Maestro Bobby Byrne, recently at Glen Island Casino, New Rochelle, N. Y., busy hobbyist. He's never without some sort of a construction project to occupy his time during lulls in location jobs or even while on one-lights. At the moment his interest is in a new television set. Sevaal weeks back he built a record-player for a friend and then turned out a complete television set. During recent one-lights he was interested in miniature electric trains and turned out a complete set of a small hand ball, working on them during bus over-night jumps. He is also interested in cars, having a large collection at his mother's home. During the war Byrne was a fighter pilot, on P-38 Lightnings and other fast-pist ships.

Bill Green's, Pittsburgh's leading dance which has always gone in for big outfits, is going to try an experiment when Green brings in the Three Suns for two weeks Aug. 25. They'll provide all music for dance. For the first time, it'll be something of a homecoming, but of considerably more dough. They're getting \$3,500 a week for the date at Green's. When they left Pittsburgh around 10 years ago for a run downtown at the Hotel Roosevelt, they were drawing one-third hit.

Treating music and other tradesmen to a day's entertainment seems to be developing into a trend. Since Fort Waring several weeks back chartered a bus to transport a load of music men to his Shawnee-On-the-Delaware resort for golf, swimming, etc. Manie Sachs, artist and representative director of Columbia Records, Monday, hauled a busload of music men, newspaper writers, even rival recording company men, to Philadelphia for the like Williams-Bob Montgomery lightweight title fight. Some 38 men were aboard the bus when it left, and it was expected to clear, returning them early Tuesday after the fight and refreshments.

American Federation of Musicians Local 47 voted, at a general meeting, to hold its annual picnic again this year after the matter had been in doubt for several months due to the union's having allotted considerable cash to fight anti-labor legislation. Board of union was eager to forego event but membership, despite labor upheaval, wanted its fun and voted in favor with a no calling program. Likely that some \$20,000 will be spent to make the picnic a success. The union's last year's picnic was the most thorough exact date and site have yet to be chosen.

Income from Harry Revel's "Birmingham Blues" is being turned over to fund being administered by Birmingham General hospital. Revel and Royal Music Co., publishers, having waived all rights. Money will be used to equip every ward with television sets. When that is done income will go toward adding other entertainment features.

Frank Loesser, Paramount composer, has turned his new tune, "Keep Your Eyes in the Sky," over to the U. S. Army. Song, introduced recently on Dorothy Lamour's new U. S. Army recording program, "Front and Center" (NBC, 4:30 p.m.), will remain unpublished and in hands of the Army.

Richard Himber Band Set at Essex House, N.Y. Fact that Essex House, New York hotel, had bought Sammy Kaye and his orchestra for the summer of '47, but a lures, before the war for comparatively small sums weekly, led the spot to schedule a "name-band" policy for the fall and winter run of the Casino-on-the-Park. However, it didn't take long for the hotel's talent buyer to determine that the \$1,750 or thereabouts paid for Sammy Kaye pre-war would just about buy a scale band today.

Richard Himber is booked into the spot. He opens Sept. 17 for an indefinite stay and may be followed by Lester Morris's comparatively new band, which has never worked in the east, confining itself to the Midwest.

Duke at Pacific Sq. Hollywood, Aug. 5. For the first time one of the two major ballrooms in San Diego has booked a Negro band for a white dance.

Duke Ellington will one-night at Pacific Square Aug. 6, booked by William Morris at \$2,000 guarantee against 65%.

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## Frankie Laine, Year's Find, Easts to Cash In Sudden Disk Click

Hollywood, Aug. 5.

Frankie Laine, the nitery success-story-of-the-year here, is pulling stunts and heading east. One year ago he was singing for \$75 weekly at Billy Berg's nitery; nine months ago he started a stand at Club Moroco at same figure and jabbed it up, through option-pick-ups, to present \$750 per stanza. On his Tuesday nights off he plucks \$600 for two shows on Catalina Island.

After a stand at the College Inn, Chicago, starting Sept. 19, Laine goes into the Oriental, Calif. Laine is pulling stunts and heading east. One year ago he was singing for \$75 weekly at Billy Berg's nitery; nine months ago he started a stand at Club Moroco at same figure and jabbed it up, through option-pick-ups, to present \$750 per stanza. On his Tuesday nights off he plucks \$600 for two shows on Catalina Island.

Laine, who knocked around in and was knocked around by show biz for 20 years before getting a break, is just about keeping Mercury Records in the fast swim. Last week he gave him a check for \$2,000 to cover royalties on his shellac sales for the first half of 1947. Last summer he grabbed an obscure oldie, "That's My Desire," etched it and it has sold 60,000 copies. Doubtless, Laine is responsible for the tune being disked by all other waxeries and Mills Music finding a solid hit on its hands.

Laine did sales since January have totaled nearly 2,000,000 with "Sunday Kind of Love" scoring 350,000 copies to date and his first album registering 65,000 thus far.

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ABE OLMAN  
SUGGESTS FOR YOUR PROGRAM

YOU'RE  
A  
SWEETHEART  
Music by...  
JIMMY McHUGH  
ROBBINS MUSIC CORP.

MCA Combs Collegiate  
Circuit for Salesmen

Music Corp. of America band department heads are taking a leaf from the book of Billy Goodheart, former boss of the agency's New York office, and searching various colleges throughout the country for raw manpower to train into salesmen. Agency heads have written or are about to contact various college professors for leads on prospects deemed by the latter as possibilities.

**GLEN GARR**  
and his orchestra  
featuring  
**MAURY FRAWLEY and THE STARLETTS**  
Now 6th week and continuing  
**RUSTIC CABIN**  
Englewood Cliffs, N. J.  
Broadcasting Mutual and NBC Networks  
EXCLUSIVE MANAGEMENT  
**ASSOCIATED BOOKING CORP.**  
JOE GLASER, Pres.  
745 Fifth Ave. New York 22 PL. 5-5572 54 W. Randolph St. Chicago

## Whiteman Made Disk Show Hay in Cal Sun

Hollywood, Aug. 5.

Paul Whiteman leaves for New York Thursday (7) after six-week stay here during which he will have recorded approximately 40 guests for his ABC net transcribed disk jockey show, in addition to conducting a "George Gershwin Night" at the Hollywood Bowl and appearing at a half-dozen concert dates throughout California.

Whiteman has already cut disks with 20 interviewees and does an other eight or nine before leaving. Lester Lewis, of ABC, who has been guiding him, left Sunday by plane for the east.

## Made Its Debut On Lucky Strike "Hit Parade" July 26th

## "ALMOST LIKE BEING IN LOVE"

Lyrics by ALAN JAY LERNER

Music by FREDERICK LOEWE

From New York's Prize Winning Musical "BRIGADOON"

## RECORD RELEASES:

FRANK SINATRA (Columbia #37382)

MILDRED BAILEY (Mercury #1340)

JO STAFFORD (Capitol #401)

LARRY DOUGLAS (Signatures #1517)

JERRY GREEN (Vocal #20-2255)

ALFRED DRAKE (Rialto #39001)

MARY MARTIN with GUY LOMBARDO ORCHESTRA (Decca #24154)

DAVID BROOKS &amp; MARION BELL (Victor #45-0031)

Others to Follow

SAM FOX PUBLISHING COMPANY  
RCA Building — Radio City — New York, N. Y.

## Nidorf, Peppe File AFM

## Action Vs. Randy Brooks

## To Recover Coin Loan

Mike Nidorf and Jim Peppe, as co-owners in Nidorf-Peppe, Inc., have begun an action with the American Federation of Musicians against maestro Randy Brooks. Pulp are seeking to recover coin loaned Brooks during the period when that management office handled Brooks' affairs. Sum involved is undisclosed.

In filing suit with the AFM to recover, Nidorf and Peppe are following AFM rules, which demand that disputes between the members be laid before the union for adjudication. If the plaintiff in such a case is disatisfied with the union's ruling he can request permission to go into civil court. But it isn't always granted.

## ASCAP's SADAM-SACEM

## Reciprocal 'Exclusives'

American Society of Composers, Authors and Publishers has concluded two exclusive reciprocal rights agreements with foreign societies, one of which is a renewal.

First deal was made with SADAM, Belgian group, which is a completely new outfit. Formerly the Belgian territory was covered by SACEM, the French society, but since the end of the war the new Belgian group was set up.

Other contract concluded is with MARS, the Hungarian group. This is an outright renewal. Deal was completed by the ASCAP contingent attending the recent International Confederation of Authors and Composers in London.

## MILLS RECORD-BREAKING STANDARDS

## DIZZY FINGERS

Benny Goodman (Capitol 429)

## CARAVAN

Charlie Barnet (Apollo 1070)

## DANCING WITH A DEB

Sketch Henderson (Capitol 441)

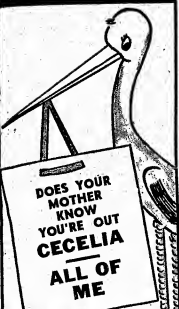
MILLS MUSIC, INC.  
1619 Broadway New York 19

# On The Upbeat

## New York

Arthur Mchaid in New York  
 on Tommy Dorsey band  
 . . . Shorty Cherkoff reduced his  
 band to 14 men . . . Shop Fields' new  
 "Ripping Rhythm" band being ad-  
 mitted for duty by William Morris  
 although he's not under contract to  
 just or any other agency . . . Glen  
 Gray into Andy being . . . Atlanta  
 Sept. 3 for three weeks . . . Griff  
 Williams back into Palmer House,  
 Chicago, Oct. 2 . . . Chino Colonne  
 band, which just closed at Riviera,  
 Fort Lee, N. J. into Havana-Madrid,  
 N. Y. Aug. 15 and so . . . Jimmy Dor-  
 sey heads west soon for Sept. 12  
 opening at Palladium, Hollywood,  
 with Skylark vocal group . . . Dee  
 Keating retired from vocalizing; she  
 had been with Ray Anthony orchestra  
 for month's vacation during band's  
 layoff . . . Bill Sexton due in New  
 York . . . Jim Peppé, Sammy Kaye's  
 manager, also in town . . . Sonny  
 Dunham orchestra replaces Chris  
 Cross at Log Cabin, Armonk, N. Y.  
 Sept. 17 for four weeks, then Cross  
 returns until after New Year's Eve  
 . . . Eddy Howard orchestra returns  
 to Commodore hotel, N. Y. Jan. 2

## Music Born To Live



BOURNE inc.  
 70 SEVEN AVENUE, NEW YORK 13 N. Y.

## LA BAMBA DE VERA CRUZ A MEXICAN NOVELTY

Already Performed by  
 These Great Artists  
 Alfredo Antonini Lyn Murray  
 Ray Heatherlon Earl Wilde  
 Don VanHess Percy Faith  
 Nora Morales Ethel Smith  
 An Musical Revue

PAUL PIERCE MUSIC CORP.  
 605 BROADWAY, NEW YORK 13 N. Y.

## THANKS STUMP AND STUMPY EDDIE and GEORGE

TAILORS TO THE STARS  
 Emmit active for Acts and Bands  
 men in the East Coll or Wire  
 for representatives with Samples  
 205 S. Broad St., Phila.  
 Phone: EYemackey 5-1666

## When Tonight Is Just a Memory

By BENJIE BENJAMIN  
 AND GEORGE WEISS  
 OXFORD MUSIC CORP.  
 George Joy, Pres.  
 1615 E'way • New York 19

## Pitt's Frogs Club Honors Vocalist for Race Stand

Pittsburgh, Aug. 5.  
 'Leslie (Marjorie) Long, local girl  
 singer with Carmen Cavallaro's or-  
 chestra, who got nation-wide pub-  
 licity recently at Akosia, N. C., when  
 she refused to draw a second raffish  
 ticket this year beyond the Nov. 23  
 opening at Cilek, Phila., which fol-  
 lowed a stadium tour of the South  
 wood, run . . . Allen Livingston,  
 Capitol Records' album-maker in  
 Hollywood office . . . Max Stark,  
 Mills Music's Pittsburgh agent, of  
 on Saratoga vacation Friday (1) . . .  
 Guy Lombardo personally under-  
 wrote production expense of 2,000  
 grandstand seats for Gold Cup  
 re-runs in which he's participating  
 next Sunday (10) at Rockaway, N.Y.  
 inlet. Proceeds of seat sales goes to  
 Damon Runyon cancer fund . . .  
 Ginny Simms in real estate biz. She  
 director of Delaware Construction Co.,  
 Inglewood, Calif. firm that's  
 building 540 homes in that area.  
 Louis Prima orchestra starts one-  
 week stand Sunday (10) at Steel  
 Pier, N.Y. City. . . Arnett Cobb  
 current at Savoy Cafe, Boston. . .  
 Pancho orchestra returns to Essex  
 house, N. Y. City, Sept. 20.  
 The Moe Gale agency has packed  
 trombonist Bill Harris, the agency's  
 second move into the white dance-  
 band field, having already taken  
 Tommy Reynolds under its wing.  
 Gale plans to start Harris off with  
 a small combination and gradually  
 work him into the big band field.

Hollywood  
 Page Cavanaugh Trio starts fort-  
 nite at Ciro's Friday (8). . . Cass  
 County Boys, outsize vocalists who  
 habitually work with Gene Autry,  
 have formed small combo to back  
 'em on a one-nighter . . . Jack  
 McClean orchestra, long a fixture at  
 San Diego spots, starting out on a  
 one-night trek next month . . . Caesar  
 Mettrien, W.B.M. Chi. musical direc-  
 tor, leading 20-piece dance crew at  
 new house band with which the  
 Wrigley Isle has replaced policy of  
 singing male bands during summer  
 season . . . June Christy, ex-Kenton  
 thrush now on own as single, linked  
 into N. Y. City Club 18 for fortune,  
 commencing Aug. 14.

Chicago  
 Bill Snyder, who recently closed  
 at the Blackstone hotel, Chicago,  
 signed to play his own "Chicago  
 Concerto," Sept. 23-24 with Kansas  
 City Symph. . . Blue Baron at the  
 Casa Loma Ballroom, St. Louis, Sept. 5.  
 . . . Don Glasser now at Oh Henry  
 Ballroom; Ray Robbins in Aug. 13  
 and 14. . . McLean due Sept. 24.  
 Milt Green will open at the Chez  
 Paree, Sept. 19. . . Ken Nelson,  
 W.J.D. musical director with Bill  
 Farman, has penned "Every Little  
 Thing You Do," being recorded by  
 Hal Derrin for Capitol. . . George  
 Gobel's backed by Feature Produc-  
 tions for a singing and comedy  
 package. . . Honeydripper, ABC  
 quintet, cut four sides for Vitacous-  
 tic. . . Harry Cool, who closes  
 Peabody hotel, Memphis, Aug. 18,  
 opens on the 25th at the Planta-  
 tion Club, Nashville. . . Johnnie  
 "Scat" Davis orchestra opens at the  
 Kentucky Club Aug. 8.

Pittsburgh  
 Johnny Costa, piano, who was to  
 have re-organized a new band with  
 Lenny Martin, instead will join the  
 Joe Negri trio at Mercury Music Bar.  
 Frankie LaMack, sax, left Negri to  
 rejoin Harry Cool's band . . . Lang  
 Thompson at Bill Green's, Orrin  
 Tucker following also a return for a  
 single week Aug. 18. . . Vaughn  
 Monroe plays a one-nighter at West  
 View Park, Aug. 19 and Elliott Law-  
 rence the 22nd. . . Billy Yates' four-  
 piece dance outfit has had its option  
 taken up for another month at the  
 Beverly Hills Club . . . Victor Lon-  
 bardio follows Art Mooney into An-  
 kara Aug. 18. . . Jimmy Borrelli,  
 pianist, leading Nixon Cafe band  
 will Al Marsalis in six-week sum-  
 mer layoff . . . Three Riffs picked up  
 for two weeks more at Oasis; ditto  
 Weira Geller, at Green Acres . . .  
 Joe Lesack, pianist, has his own  
 band back at the Bachelor's Club  
 again following the four-week en-  
 gagement there of Emile Petti.  
 Art Mooney band into Ankara for  
 four weeks, followed Aug. 18 by Vic-  
 tor Lombardo for like run. Mooney  
 goes from here into Capitol theatre,  
 N.Y. . . Howdy Baum has dropped  
 band for a while to do a piano single  
 at the Hollywood Show Bar . . . Bill  
 Bickett quit Baron Elliott's band to  
 join Max Tarshis trio at Green  
 Acres and Nick Summa, formerly  
 with Lang Thompson, has replaced  
 him with Elliott.

## Music Notes

George Joy, of Santy-Joy, and son Eddie Joy, of Oxford Music Subsidi-  
 in Hollywood confabbing with Bill City and Dave Bernie Coast chiefs of  
 arms. . . Sonny Burke etching album for Keynote Records. Burke, whose  
 crew has been backing recent Dinah Shore disks for Columbia, formerly  
 was Hollywood musical director for Musicraft. . . Red Rowe and his Ridge  
 Riders also four outines today (Wed.) for United Artist label. . . Larry  
 Adler in Hollywood to dub lip music into Capney Production's "Time  
 of Your Life". . . An entire family has been remembered by ASCAP  
 for first time in history—late Gus Kahn, his widow Grace and his son  
 John. Latter has just been admitted as writer member of the Society. . .  
 That 200-year old ballad "Louis Sands and Jim McCre" has been adopted  
 by Jack Brooks and Walter Schumann for reprise in Universal-Internation-  
 al's forthcoming "River Lady". . . Dale Evans this week cuts four sides  
 for Majestic. . . Margaret Whiting sessioning for Capitol Records again  
 this week. . . Eddy Howard tracking ten times this week for World Tran-  
 scriptions. . . Raymond Scott will revive his old quintet for series of  
 M-G-M disks. Fivesome combo etched for Columbia about a decade back.  
 . . . Johnny Bond has signed new four-year paper with Columbia.

We are pleased to announce  
 our association with Guy,  
 Carmen and Lebert Lombardo  
 in the formation of —  
**LOMBARDO MUSIC INC.**

Off to a great start with  
**THE ECHO SAID "GO"**

Words and music by ART KASSEL

Recordings by

ART KASSEL and his orchestra (Vogue)

SAMMY KAYE and his orchestra (Victor)

ELLIOT LAWRENCE and his orchestra (Columbia)

GUY LOMBARDO and his orchestra (Decca)

and  
**LOVE WILL  
 KEEP US YOUNG**

Based on Johannes Brahms' Waltz in Ab —  
 featured in the MGM Production "SONG OF LOVE"

Adaptation and Lyrics by EDGAR LESLIE

Recordings by

CARMEN CAVALLARO and his orchestra (Decca)

WAYNE KING and his orchestra (Victor)

JACK BREGMAN  
 ROCCO VOCCO  
 CHESTER CONN



# N.Y. Agencies Booking for Florida

## Use Correspondence to Avert Law

New York talent agencies are set to ignore the recently enacted Florida legislation requiring all agents booking acts in that state to take out a Florida license. Percenter agents met last week and decided to book acts into Florida cafes only by wire, telephone and letter, in an effort to avert the necessity of taking out state licenses. This strategy has worked successfully in Pennsylvania and Massachusetts, which also have laws forbidding agents from being in that state of placing acts in that area.

The agencies are unwilling to take out a Florida permit fearing that it might start a precedent which would ultimately bring other states to pass similar legislation.

Music Corp. of America and William Morris have thus far spotted performers in various cafes in Miami Beach, and no bets have been lodged against them.

Meanwhile, the percenter offices are also preparing to battle in Florida measure through the attorney general of that state. They're preparing evidence to show that the legislation was pushed through at the behest of Florida bookers, who also want to be agents on all deals. They'll show that virtually every licensed agent in Florida has written letters to percenter offices asking the Florida representatives for a commission split.

Some Miami Beach agencies have

moved into New York. Herbert Marks and Harry Weissman, both Florida, have already opened offices in New York on the possibility, it's claimed, that they'll get in on the agency bookings made from NY and get a jump on the Miami Beach agents working from that city.

## Arnold Taking Over Arena For London Xmas Shows

London, July 28. Tom Arnold is completing deal with the Greyhound Racing Assn. to take over the Harrington Arena, currently running American roller skating show, for annual Christmas circus. This will be managed by R. J. Blackie, associated with Arnold activities, who has had circus experience at Blackpool.

Arnold's deal, which is being kept close secret, is probably the largest in the world, and will bring Bertram Mills Circus of 200,000 shares at \$8.40 has left the business.

Arena, with capacity of 10,000, is bound to prove big opposition to the Olympia, which has a similar capacity. Hence the reason why the Mills Bros. have promoted a public company.

## Likker Forces Organize To Fight Penna. Drys

Harrisburg, Pa., Aug. 5. A short intensive pro-liquor campaign to be opened within two weeks or 10 days of the Sept. 9 primaries "to the drys won't have a chance to rally" is planned by State liquor dealers to fight dry forces that have opened their campaign in 225 municipal and local option contests throughout Pennsylvania.

William T. Burton, of Philadelphia, secretary of the Pennsylvania State Brewers' Association, has outlined a program of doorbell ringing similar to those conducted by political machines in rounding up votes for their candidates.

Until the next pre-election "bait" is started, Burton urged that liquor men check all petitions, engage in personal propaganda for the wet cause and "educate the public" in behalf of the liquor business's \$25,000,000 investment in the state.

## Riviera's Winter Sked

Bill Miller, operator of the Riviera, Ft. Lee, N. J., is contemplating keeping the spot open until New Year's eve. Miller said that grosses of his spot warranted the prolonged operation. Last season he ran until Dec. 31, but activities were confined to the lounge.

Miller has booked Benny Kent to open tomorrow (Thursday) and has signed Dean Martin and Jerry Lewis to start Sept. 4.

Jack Revell has signed Maestro to open in the Riviera for the palmist, to personal-management parties.

## Saranac Lake

By Happy Benway

Saranac, N. Y., Aug. 5. How could the Flamingo Sim salesman who mastered three stages of the game of Charlie and Al and is sked for a fourth incision, had his spirits upped by the surprise visit of Charlie and Al. The Flamingo Sim salesman who mastered three stages of the game of Charlie and Al and is sked for a fourth incision, had his spirits upped by the surprise visit of Charlie and Al. The Flamingo Sim salesman who mastered three stages of the game of Charlie and Al and is sked for a fourth incision, had his spirits upped by the surprise visit of Charlie and Al.

... Riting and Forst Alderman sent greetings to the gang. ... and Mrs. ... from New York to ... Lillian Bergson, Victor Gamba, Alfred Michalski and Forrest "Slim" ... All Rogues in the link of condition.

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# Midwest Radio Acts Booked Heavily

## For Fairs; Guarantees Increased

## King Bros. Circus (150) Heads for Carolinas

Charlotte, Aug. 5.

King Bros. Circus is headed for the Carolinas, with first showing scheduled for Orangeburg, S. C., Aug. 28. Two performances, afternoon and night, will be given at the Orangeburg fair grounds.

The big top seats 5,000. There are 150 performers from 25 different foreign countries. Advance agent says there are 600 people with the circus, which recently returned from a South American tour.

## Snyder's 'Water Follies' In 3-Wk. Utah Run

Salt Lake City, Aug. 5.

The next show to hit the Utah Centennial Exposition will be Sam Snyder's "Water Follies," scheduled to start a three-week run Aug. 11. "Follies" will play at the fair or grandstand, at \$1 to \$2. The capacity of 7,500 to 8,000 gives the show a possible top gross of about \$75,000 a week.

"Water Follies" has a cast of 80, topped by Peter Hick, former world champ swimmer.

The show combines a water and stage setup, and carries two swivel ming tanks with it, one for the ballet, the other for diving.

The stage show is topped by singer Danny Southern, and includes Mills & Powers, in a knockout act; Linder & Rose, a comedy team; Lucille Vay, butterfly dancer, and a 24-act chorus line.

Present plans call for "Follies" to head for California when its local stand is over, then to Texas, after that to Boston.

## U.S. Liffs Old Tax Lien On New Orleans Niter

New Orleans, Aug. 5.

Tax liens totaling \$25,958.79 attached to the property of SAMUEL, operator of the Beverly Country Club, swank nightery here, were dissolved Wednesday (29) by the government, according to Charles A. Donnelly, collector of internal revenue.

The collector's office filed certificates in U. S. District Court here to discharge the liens after receiving word that the tax obligations were satisfied in the Connecticut district.

Donnelly originally filed the liens here in 1944, upon instruction of the Eastern District that an income tax delinquency existed there.

## Mitzi Boffs Balto Spot

Baltimore, Aug. 5.

The Chanticleer is turning them away again with another name layout. This time it's Mitzi Breen, drawing the biggest response since the appearance of Joe K. Lewis last month.

Surrounding layout includes George Jessel, a magic act and a line of six.

## CAROLE LINDS' DATES

With her choré completed in her up to the "Out of the Blue," Carole Linds is slated to open at the Hippodrome, Baltimore, Thursday (7). She's personals at the RKO Boston the following week.

William Morris agency is attempting to set up a vaude deal for Miss Linds in England if her personals are analyzed she would make a film there as well.

Herb Skinner starts at the Glenn Rendevous, Covington, Ky., Aug. 29.

## America's Top Singing Quartet

## THE INK SPOTS

Opening In ENGLAND

Chicago, Aug. 5. Radio acts this season are in for an unprecedented harvest from all local fairs. Chicago and other midwestern stations with artist bureaus report they're booking more units for the midways than ever before, and that the guarantees are higher.

Income from this source would still be higher were it not for the loss of the guaranteed minimums of fair spots and caused cancellations. Many of the latter, however, have rescheduled their dates. Most of these units work on a salary-plus-percentage deals. Indications are that percents will more than hold up with last year, since ruralists are getting peak prices for their products.

WLS Artist Bureau reports the busiest bit in over 20 years, with 219 dates scheduled as of July 30 against 200 some time last year.

Bureau has 218 acts, not only radio but also vaude and circus acts. Act department also has a "Yankee Doodle Circus" touring.

Next station with heavy rural playing time is WGN, Nashville, which has several units working under the "Grand Ole Opry" title plus units headed by folk singers Ernie Ruble and Eddy Arnold, and a comic unit headed by the "Duke of Paducah," groups play the southern area.

Other station that has heavy act schedule is WLW, Cincinnati, but it leans more towards vaude and singing groups rather than the hill people. Example of the top bit that units pull is the advance ticket for WLW "National Barn Dance," Aug. 9, at Illinois State Fair, with over 6,000 tickets already sold. No bureau expects over 15,000 attendance.

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# Compromise Inevitable

The British government must now be sitting back and reeling from the repercussions of its 75% tax edict against American pictures playing British theatres. The reverberations that certainly have amazed even the most optimistic of tax proponents. It all adds up to one of the biggest "mistakes" ever perpetrated by Britain against U. S. interests, if mistake it can be called.

A compromise is inevitable. It will have to come. Now, next week—or even in six months, when the backlog of American pictures in England may be exhausted. There certainly can be no doubt that Mr. Attlee and his cabinet pushed through the 75% verdict with the full knowledge that a compromise was inevitable. But why with the bluntness of a monarch bashing an Axis enemy?

In adjoining columns of this issue the effects of the legislation speak for themselves. The American film companies have acted, and quickly.

Britain's Mr. Rank recently was promised the best possible break for his British pictures on their American exhibition. Does it mean anything to Mr. Attlee that the American companies, with which Rank has this deal, have agreed not to act against Mr. Rank, beacon of the British film industry, in reprisal? The Yanks, at least, haven't lost their perspective.

# Potential Income Cues New Deal On Financing of Indie Firms

While virtually all banks financing indie production have called a halt on further loans until the British tax situation clears, there were no indications this week of any permanent cessation of picture financing. Key to further loans, according to the bankers, is a reduction of budgets to bring costs in line with potential income.

"We will continue to make loans as long as they are 'sound,'" declared George Youngling, v. p. in charge of film loans for the Security National Bank of New York, one of leading banks in the country in production financing. Youngling recently in New York.

"To make loans 'sound,'" the Security exec declared, "Hollywood will have to bring down its sights. You can't spend the same amount of money on a picture that's going to lose the British market and that isn't. Present production costs do not make for 'sound' loans minus the British market."

"The American film industry itself is sound and will go on making pictures no matter how restricted the foreign market open to it. It can make an acceptable profit out of the home market alone and can properly adjust with that in view."

Even if indie producers should desire to jump the indie embargo on sending films into England, they face an almost insurmountable barrier. British banks would not finance them on the day they deposit at the time the film comes into the country the tax bite of 75% of the estimated revenue the picture will produce. That could easily mean several hundred thousand dollars, which, needless to say, indie producers do not have available to tie up in this manner.

# Film Co. Publicists Seeking Editorial Help on 75% Tax

Top ad-publicity heads of the major U. S. film companies will try to get as possible editorial comment on the British 75% tax in a favorable light for the American industry. That point was agreed upon at a meeting of the ad-pub chiefs Monday (11) at the Motion Picture Assn. offices in New York.

Publicity men arrived at no definite program for carrying on this work, merely tossing ideas back and forth in a general roundtable discussion. All activities will be confined to an unofficial, strictly editorial, and uncoordinated effort. Group huddled mainly on how much or should be done to meet the situation and what each ad-pub chief individually could do.

# JACK WARNER IN ENGLAND

Later Aug. 12, Jack Warner landed in England yesterday (11) on a combination business and personal tour. He intends to o. o. Warner Bros. interests in light of new British tax laws, then join his wife in Paris.

# Monro's 1st Victim

Steve Brody, Monogram prez, being the first American victim of the Queen Elizabeth's return trip. When he arrived in London last Wednesday (8) carrying four film reels, he was brought before the tax went into effect, Brody shipped the films back to London. Queen Elizabeth's return trip.

# 'Compromise' Talk Ups Film Stocks

After many U. S. picture company's shares made new lows for the year two days in succession last week, film stocks recovered sharply in Monday's (11) market on news from London that government officials there indicated a compromise on Great Britain's 75% tax on U. S. film imports. The British picture company issues rebounded from their 1947 lows to show net gains on the day despite a general lagging market.

Interest in film shares and desire of traders to participate in their recovery marketwide showed five picture issues up to the status of the market's active trading in Monday's session. Biggest gain was made by Loew's, which climbed nearly \$1.50 to \$20.50. Elizabeth was especially strong with nearly \$1 recovery to \$19.25.

London reports regarding hopes of a compromise figure at the ad valorem tax against American films distributed in Britain was linked to the idea that this might develop from talks about relaxing the British film embargo. This idea is in line with the theory held by many in the trade that the drastic 75% tax was overdone as a trading point by the British government.

# FILM FIRM CHIEFS IN STRATEGY MEET

Full array of film industry brass, representing top execs of the eight major companies, gathered for a general strategy huddle yesterday (12) in the office of Metro prez Nicholas M. Schenck. Although coming on heels of new British tax bite, the meeting was held to face the film industry in the coming months. General policy was formulated on public relations, advertising methods and ethics, and economy measures, including personnel cutbacks.

Among those present at the meeting, besides Schenck, were Peter Dinklage, Metro's publicity man; Skouris; Joseph Schenck, Major Harry M. Warner, Warner Balaban, Grand Sears, and Jack Cohen.

# OFFER LITIGANTS \$6 FOR STOCKS

Metro has tossed a bombshell into the film story market in New York in the past two weeks. It has made a suggestion to two litigant groups that they accept \$5,000 a year fees in return for giving back Metro's stake at material they handle.

Other companies, already incensed over Metro's recent price-control contest, are drawing their dirks and banding together for a battle. They're out to skewer the Metro story department and privately have expressed themselves as not averse to whatever means are necessary to do it.

The two agents to whom Metro very tentatively suggested the restraining idea both turned it down—and fast. One, the best-known femme agent in the business, replied "preposterous." The other, also a woman—although her reply could hardly be called ladylike—gave an answer that, in postoffice parlance, forbids this paper to print.

The 10%-a-year fee is highly unethical to accept money from anyone but their clients. They say it could do their writing habits incalculable damage. They also say they would not accept money without giving every other studio the opportunity to consider it.

Story editors of other companies, (Continued on page 18)

# Up to 600 Layed Off At 20th-Fox Studio In Sudden Trimming

Hollywood, Aug. 12. Layoffs of between 500 and 600 studio employees were effected by 20th-Fox over weekend. Many of the layoffs were the usual seasonal dismissals. Employees were notified Saturday (9) that layoff was effective immediately and would last at least a month.

Majority of departments were affected by sudden trimming, understood to be in line with new Metro policy of laying off personnel between pictures. Instead of keeping on huge staffs, as has been general practice in the past. Property, production and camera departments in particular were hard hit. Now, which follows on studio dropping several hundred three months ago. Understood further cuts are to be initiated later in the week. These, (Continued on page 18)

# National Boxoffice Survey

Record Heat Wits Biz—"Kissing," "Stranger," "Ruth," "Brute," "Hucksters," "Wolf" Are Big Six

Record heat went throughout the midwest and all other parts of the country currently is giving exhibitors a real summer headache. A week in torrid weather resulted in a rebound by the mercury soaring, with the Atlantic seaboard suffering from excessive humidity. The picture business covered by VARIETY reports a rebound in bit when the weather turned. "Kissing," "Stranger," "Ruth," "Brute," "Hucksters," "Wolf" are now looking for a return to better boxoffice with launching of fall season at the end of leading "Wonder Who's Kissing Him Now" (20th) is overcoming the heat and summer dog days to soar into the leadership this time. It is far behind is "Welcome Stranger" (Par), although it's showing in only a few theatres covered by VARIETY. Fact that it is hitting a new summer high at the big N. Y. Paramount is naturally a point of interest to this stanza despite its being in its third season. Film also is big in Philadelphia, Chicago and San Francisco.

Others in Big Six class are "Dear Ruth" (Par), "The Wolf" (WB), "Kissing" (M-G) and "Cry Wolf" (WB). In order of box office strength, showing and playability, they appear to be measuring up to promise shown by N. Y. Strand playdate. "Brute" is a leader in midwest area in Boston, sold in Baltimore.

# U.S. Companies Seen Halting Prod. In England Until 75% Is Rescinded

Joe Schenck West

Joseph M. Schenck, who's been in New York for the past two weeks, returns to the Coast at the end of this week; 20th-Fox execs was east on a number of general industry and company problems.

Among subjects discussed at 20th were the falling grosses suffered during late spring and summer and methods of increasing cooperation between the studio and homeoffice. Schenck also attended meetings of the United Artists Theatre Circuit, of which he's prez; the Motion Picture Assn. on the British tax situation, and of company presidents at Metro yesterday (Tuesday).

# Kearns Demands Carpenters Testify

Hollywood, Aug. 12. Lashing at labor leaders for having kept away from the scene of action in the current film dispute, Congressman Carroll Kearns (R., Pa.) declared at yesterday's session (11) that hearings of the House Labor subcommittee would not adjourn until William Hutchinson, international prez of the Carpenters union, was put on the witness stand. "I want him out here on the Coast," Kearns said. "To see if we can find out why, when there is no wage dispute and no disagreement about hours, someone can't get along."

(Continued on page 24)

# Deborah Kerr's 3G Wily. Start on M-G Contract

Hollywood, Aug. 12. Deborah Kerr is reportedly set for a new seven-year pact, without options, at Metro. Get \$3,000 weekly and truck money of \$7,000 weekly last two years of contract. In "no-option" aspect, deal is similar to those held by Clark Gable, Van Johnson and Greer Garson. Binder is reported based on full week's earnings of \$15,000-\$20,000, here and in England, her total take to run between \$1,500,000-\$2,000,000. She was asked on the basis of top critical returns for her work in "Hucksters."

and still good in fourth N. Y. round. R. K. RKO execs are highly pleased by "Romance of Rosey Rider" (M-G), which just missed the top six grade. "Kissing" (WB) and "Cry Wolf" (U) also were high on the list. Besides "Rider" a long string of new picture hinted at future possibilities on set dates or preem engagements. "Desert Fury" (Par) with big showing in Denver and "The Wolf" (WB) and "Cry Wolf" (U) are high on the list. "Long Night" (RKO), while moderate in Buffalo, looks strong in Boston. "Northwest Outpost" (Rep) is doing fairly well in view of conditions on its initial date in N. Y. This week.

"Life of Walter Mitty" (RKO), new Danny Kaye starer which opens this week in N. Y., hit a new high on its preem session in Chicago. "Green For Danger" (E-L) is high on the list of the top picture on this distributor on basis of its early word in N. Y.—

"Carnegie Hall" (UA), now going out on general release, is doing great in Frisco and big in Philadelphia. Reissue of "Gone With the Wind" (M-G) is so close at 400-seat Frisco house. "Best Years" (RKO) currently is showing at the 300-seat Frisco record run at the Astor Theatre, N. Y.—

Complete Boxoffice Reports on Pages 8-9.

Film production by U. S. majors in England is expected to take a hit for the past two weeks. The British ad valorem tax on earnings continues in effect. While the industry hopes, regarding the Motion Picture Assn., is concerned only at the moment in achieving some easing of the tax load, a survey of those companies contemplating shooting films in Britain reveals they're all on edge. Many hope that the tax will be rescinded.

Metro has been committed to its most ambitious British schedule, with four pictures waiting to roll at the company's recently-reopened Elstree studios in London. Company spokesmen declared it was impossible to estimate how much of the films' budgets was originally going to come from earnings of Metro pictures in England. With the tax now in effect, however, Metro will probably hold off production in "Secret Garden," first of the roster, until the British situation takes a turn for the better.

Film was originally to have been temporarily postponed any time, since Deborah Kerr, assigned to the lead, is expecting a baby late this year. (Continued on page 22)

# Colbert Won't Work For Rank During Crisis; Some Lean Other Way

Hollywood, Aug. 12. Claudette Colbert announced she will not make a picture for J. Arthur Rank in the British situation is settled. She will make films in the film industry, are under contract, but have agreed to make films in British producers, learned the other day, queried by VARIETY.

One of many queries is that which her verbal deal with Rank would make. Colbert said, in his ability to line up a story to meet with her approval. She implied that she would not make a picture can produce now will receive her sanction in view of the confiscatory 75% tax. Rank had announced on a recent visit here that he had secured her commitment for a one-day deal.

Indications from the Bing Crosby (Continued on page 20)

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# "A Cites British 'Bootstrap Device' To Brunt Off 1945 U. S. Treaty In Filing Its Tax Case With State Dept."

In a stiffly-worded document charging British with violation of British neutrality, Motion Picture Assn. placed its case against the new British tax duty on U. S. film imports with State Department heads yesterday (12).

The brief, written by Allen Dulles, of Sullivan & Cromwell, was also presented to British chancellor of the Exchequer Hugh Dalton by MPA rep. Eric Johnston during his July visit to England.

Quoting from the British-American Tax Convention of 1945, which states that films shall be exempt from United Kingdom tax, the brief castigates the new import duty as a "bootstrap device" which circumvents the convention's clear intention to prohibit taxes on earnings made by American film companies. Hinting at the new duty as subterfuge, the brief states: "Unless proposals of this type are promptly challenged and defeated, little faith may be placed in the efficacy of the tax convention."

The brief reminds the British government that "when the Tax Convention was negotiated, the United Kingdom objected that the United States had imposed a 30% income tax, withheld at the source, on the rental of films to U. S. producers from distribution of the films in the U. S., whereas the U. K. imposed no similar tax on the rental of film rentals derived by U. K. companies. In Article VIII of the agreement, the U. S. agreed to exempt to tax such rentals derived by British companies from American sources. Thus a mutually satisfactory and comparable relief from taxation was secured."

The memorandum declares, "if either government were now free to impose in the form of an import duty, upon the films derived from its territory by producers of the other country, the foundation of the mutual agreement for exemption of film rentals would be overturned. American producers would be placed under the same disadvantage as British producers in the U. S. have previously experienced in the U. S."

"No Internal Tax" Referring to the British-American Reciprocal Trade Agreement of 1939, the memo states that agreement has reached between the two nations to the effect that the U. S. will not impose any internal tax or exaction on

(Continued on page 24)

## RKO'S PUB-AD CHIEF TO REPORT TO DEPINT

To keep pace with the company's expansion in advertising, exploitation and publicity, RKO has split up its ad-publicity department so that advertising, publicity and exploitation will function as three separate departments. Paul Hollister, eastern studio representative for the agency, has been the publicity division. S. Barret McCormick will head the advertising department, previously headed by Hollister. The entire ad-publicity-exploitation department, Terry Turner composed, is to head the exploitation division.

Main line back of the new setup is assumed to be the publicity department in each of the three activities. The three divisions will be coordinated under the personal supervision of RKO Exec. Depint, vice-chairman of National Publicity Board, who made the announcement of changes.

Assumed to be the head of publicity division does not alter the status of Rutgers Nelson, who stays at publicity department, but remains the same as heretofore. Hollister, who continues as eastern studio rep, will head the publicity department, coordinating the homeoffice and Coast publicity.

## Garson's New Pact

Hollywood, Aug. 12. Metro handed Ger Garson a new seven-year player contract but kept terms and conditions of the new pact the same as heretofore. Hollister, who continues as eastern studio rep, will head the publicity department, coordinating the homeoffice and Coast publicity.

## Medallion's Teeoff

Medallion Pictures, new indie producing outfit organized by Glen Alvine and Tom Atkins, will tee off on the new British tax duty. Script, currently being polished by Adele Buffington, is from an original by William Wyler, "Golden Glow," by Gordon Gurwitz, has been scheduled for later production.

## UA Unlikely To Continue Back At Participation

One of the next results of Grad Sears' elevation to the presidency of United Artists is expected to be the dropping of the company's efforts to increase its share of participation in producer advertising. Distribution contracts negotiated with producers of UA's about three months ago, signed provide for UA putting up 25% of all advertising expenditures. The company's share of participation in producer advertising, shouldering 100% of ad costs. That was one of a series of steps taken in an effort to bring UA's low profit situation as compared to gross turnover.

No more than one contract is believed to have been inked with such a provision. Other producers who balked at the cost of participation, balked so hard that consummation of the deal was abandoned. Director's resolve was passed without consultation with Paul Lazarus, UA's advertising manager. He didn't favor it then and does now, with the result that his opposition has been magnified. Grad Sears, will likely return in going back to the 25% contract.

UA's participation by the distributing company in advertising expenditures is that it theoretically will be authorized to approve and placing ads, but it bears no responsibility, since none of its money is involved. And, however, it served to make the UA advertising department merely a service agency for the producers, if they were putting up all the coin they couldn't be expected to listen to advice and recommendations from UA.

## E-L, Goldwyn In Ad Agency Switches

Switching of their advertising agencies are expected to be announced by two companies within a week. The agency being served by Buchanan, is moving over to the Monroe Greenblatt of Greenblatt & Goldwyn, Inc. from Foote, Cone & Belding to Donahue & Smith.

Charles E-L will put all the J. Arthur Rank-affiliated companies under one agency, the new Greenblatt & Goldwyn, Inc. Prestige, the J. Arthur Rank Organization, will be under the theatre, N. Y. A. Universal operation.

Goldwyn move became effective with the start of the "Secret Life of Walter Mitty," which is already being completed, by FC & B.

## Eastern Sag Huddle

Jack Dalis, executive-secretary of the Screen Actors Guild, arrived east this week to join Florence Morgan, the organization's New York representative, in negotiations for new agreement with eastern indie picture. The latter group, comprising makers of non-theatrical films, is in a "national, etc." has asked for a meeting to possible modifications in the standard contract covering regular theatrical pictures.

SAG's new general agreement was reached in 1938. It would be membership for a referendum vote, the results of which will be known tomorrow (Thursday).

## Barney Oldfield Back To Army as Lieut. Col.

Hollywood, Aug. 12. Barney Oldfield, publicist at Warners, returned to the Army as a lieutenant colonel and was assigned to the public information division of the War Department in Washington. His assignment, reports Oldfield to the staff of Maj. Gen. F. T. Parker, who he served in the Army during the war, Oldfield, former Omaha film critic, was mustered out of the Army as a colonel.

## Aug. 22 Deadline To Indies By SAG

Hollywood, Aug. 12. Screen Actors Guild told the independent film producers to sign a labor contract by Aug. 22, or else. The alternative, according to John Dales, J. executive secretary for the union, is that no SAG members will work for the indie after that date.

Negotiations between SAG and the Independent Motion Picture Producers Assn. had been going for months and would not be in a final stage until Thursday. Dales declared the indie group, headed by I. E. Goodrich, had made no demands and had turned down the Guild's counter proposals.

However, SAG's offer for a membership vote of approval on the working agreement, with the indie producers, is in the mail, reportedly by midnight, Aug. 14.

## 135 REELS OF SHORTS FOR RKO THIS SEASON

RKO will make available to exhibitors 135 reels of shorts during the season, according to a statement by Harry Michelson, its newly-named presy. Michelson, who remains in charge of the company's shorts sales manager and head of the company's film activities, declared that RKO will continue to seek increased rentals for all shorts to compensate for the loss of feature films. With the sale of Pathe News to Warners, RKO-Pathe will concentrate on production of its feature shorts, operation of the new RKO-Pathe studios in N. Y. and commercial film production to distribution to "This is America." Flicker Flashbacks and Sports of the Week, which Bonfield revealed that two new series are currently in the works.

## Col. Backlog of Pix Gives It Tax Break

By foresight or accident, Columbia Pictures' foreign department got a big jump on the other U. S. film companies in forestalling profit-reducing duties on new British-made valorem duty. Over past few months Columbia has been building up an inventory of the related duties by shipping over of their new pictures uncut immediately upon their completion.

Columbia currently has eight features in England to be cut there, having shipped the films to England which will apply to all new incoming films. In addition, the company is shipping over the English top-cop production, "Down to Earth," starring Rita Hayworth and Larry Parks.

## Aussie to Play Ball

Australian cabinet meets next weekend to formulate plans to attract Great Britain to ease the present financial crisis. Film industry does not expect same drastic measures as those imposed by the Government. Aussie prime minister chiefly told newspapermen his intention would be to avoid any spectacular announcements regarding aid to Britain.

The figures may be a coin freeze on film earnings but not a cut in the export of U. S. film. The Aussies government will play ball with distributors on doing business with the U. S. government. Biggest slug will be on luxury goods. Aussie needs to keep its export of film to the government knows this. It also realizes resultant unemployment if U. S. product is embargoed.

## It Sez Here Or Does It?

London, Aug. 12. Following is the actual and official text of the law passed by the British government on Aug. 6 governing the duties to be imposed on imported films:

"In the case of registered film, not being film shown to the satisfaction of the Commissioners of Customs and Excise to be a duplicate of film on which customs duty has been paid under this sub-paragraph by reference to the value of the film, the duty shall be refunded, the duty is 30% of the value of the film."

"In the case of registered film shown to the satisfaction of the Commissioners, to be such a duplicate, as aforesaid, the duty is one penny per linear foot."

"In the case of unregistered film, if of a width not exceeding one inch and consisting only of single round frames, the duty shall be refunded, the duty is one penny per linear foot, if of a width not exceeding one inch and consisting only of single round frames, the duty shall be refunded, the duty is one penny per linear foot, if of a width not exceeding one inch and consisting only of single round frames, the duty shall be refunded, the duty is one penny per linear foot."

Note: In the case of unregistered, "registered" means registered or intended to be registered under part 3 of the Cinematograph Films Act 1938, and films shall be treated as registered if there is registered under the said part 3 or it is probable that such a version prepared or to be prepared from that film or a duplicate thereof, without other film, and "unregistered" shall be construed accordingly.

## Indie Producers Worried More On Anglo Tax Than Majors

Hollywood, Aug. 12. Britain's newest statute, "A Taxation without representation" has unleashed a whole cavalry of Paul Benoit, who is a studio executive from studio to studio shrieking "the red ink is coming." Sleek Town and Country are worried. The British tax on film rentals, which has been the foam-flecked pony, and so far while no one has attempted to tow it away, it is a real threat. The lanterns are up in the belly and an enraged chicken is preparing to produce a tax and not a freeze, did not.

However, there seems to be at least one group in town that is determined to stand up to the tax. It is the indie producers, in the first few days after the revelation that the Atties speech means a tax and not a freeze, did not. The reaction of the indie producers is a concentration on the domestic market. The indie producers are pleading for the little fellows.

Meanwhile, answers to the crisis in the indie market are being sought. Everybody and his agent are rushing around in revolving doors seeking expert advice in distribution with figures, facts and forecasts plainly marked on their cuffs. The indie producers are worried with percentages formerly was with 80-20 split, are now giving free advice on how to sell pictures involving such complicated details that sales execs can't even understand.

Know-it-alls and fix-its are bandying (Continued on page 18)

## 75% TAX SEEN HAVING LITTLE EFFECT ON 16M

Only compensating factor so far in the indie market is the 75% tax. It is expected that the 75% tax will have no appreciable effect on an earnings of 16 million. The indie producers are worried with percentages formerly was with 80-20 split, are now giving free advice on how to sell pictures involving such complicated details that sales execs can't even understand.

## Schermer Quits Col.

In Brass Discord Jules Schermer, executive vice-president of Columbia in about two weeks after leaving the company to join the independent production "Man From Colorado," same picture from which Charles Vidor recently was directed, is directed by Sideways Sidney Buchman, who snaked out over weekend after fall-through of terms has already been delivered, with the remainder scheduled to be made in three installments starting August, September and October.

Reported Schermer was similarly disgruntled. His last film for Columbia was "Framed." He was signed by Col. 18 months ago after his Army discharge.

## Ohio Censorship Warning

Columbus, O., Aug. 12. Dr. Clyde Hissong, state education director, has issued a warning to Ohio distributors of film. He has issued a drive against distributors and exhibitors who are showing films in the state, principally foreign and film films.

Hissong has notified several film distributors in Ohio and elsewhere by mail to comply with the state censorship law or face prosecution.



# UNITED ARTISTS

## U-I First to Hint at Upped Rentals To Make Up for 75% British Tax

U. S. exhibitors can expect distributor attempts to get increased rentals and a more rapid payoff of dues due in the wake of the British 75% ad valorem tax. While it's true that the tax won't be felt for a least another six months because of the tax-free U. S. films already in England, the majors are expected to begin, immediately, to build up their domestic grosses as one of the few ways to compensate for the curtailment of funds from Britain.

First to hint at the new demands to be made of U. S. exhibitors is Universal-International, whose president William A. Scully, while sales chiefs of the other majors chose to await further developments in England, Scully went on record as declaring that the British situation, coupled with general difficulty of doing business from the rest of the world market, would "demand a closer co-operation between distribution and exhibition."

Citing what he termed the "extra straits" that will have to be borne by exhibitors in this country, Scully stressed the need for exhibitors to recognize that the "general economy" of the United States film industry must be modified to meet the critical situation that has developed in England, and that the world in general. While not stating specifically that U-I would go after increased rentals he did declare that to "cut down on stock" (Continued on page 16)

## Conn. Exhibitors Look Favorably on Ultimate Effect of New 20th Plan

New Haven, Aug. 12. A checkup of indie exhibitors operating small houses hereabouts indicates that the contemporary situation by 20th-Fox of a new sales policy inaugurated in the New Haven territory on Aug. 12 is predicted more on optimism than actual results to date.

Policy, tried out here during the past month, calls for more flat rental deals and a new formula for figuring percentages. A vital cog in the new setup is consideration of the house overhead, with 20th dividing into the exhibitor net in order to arrive at an equitable sales figure.

Exhibits sounded out state that the new arrangement has not yet been time to tell, but they feel that a benefit will be derived if the plan materializes as outlined. One instance checking a picture that had been booked under the former policy against the same pic under the new formula revealed an additional one-day profit of \$25.

Local operators at small houses seen convinced of 20th's sincerity (Continued on page 20)

## Sindlinger, Disney Talk Over Story 'Insurance'

Hollywood, Aug. 12. Albert E. Sindlinger, president of New Walt Disney studios today (12) to entertain a group of executives from various Disney properties, following a series of conferences here with producer and staff.

Local research group and Disney inked a treaty several weeks ago whereby NEW will work in conjunction with studio on stories. Sindlinger will provide the group in showing screen stories, plays, novellas, together with diagnosis, via polis.

Outfit's claim is that it can disburse the "surrealist elements of entertainment" for the group in ink while they are in preparation.

## WB's 37½c Divvy

At a meeting of Warner Bros.' board of directors today, the quarterly dividend of 37½c per share was declared, payable Oct. 3 to stockholders of record as of Aug. 13, 1947. Amount of the dividend has not varied for the past couple of years.

## Love That Fox!

Philadelphia, Aug. 12. The good neighbor policy has invaded the City of Brotherly Love. And among film exhibitors.

On the last day of its running of "The Ghost and Mrs. Muir," the Fox theatre's ad prominently displayed the following two lines:

"If you missed this great picture—be sure to see it at your favorite neighborhood theatre. (The boys on film row are still mumbling about it.)"

## Court Nixes Move To Kick Goldman's \$375,000 Verdict

Philadelphia, Aug. 12. The Third U. S. Circuit Court of Appeals here yesterday (Monday) rebuffed a legal move by film companies to set aside an award of \$375,000 treble damages to William Goldman Theatres, Inc. The court had also allowed \$60,000 in counsel fees. Warner Bros. Pictures, Inc., two affiliated and eight other indie picture producing and distributing firms, against whom the damages were levied by U. S. District Judge William H. Kirkpatrick last December in an anti-trust action, sought a reversal of the case. They were fully turfed down by the court.

The ruling by Circuit Judge John J. Parker said "We think it clear that the petition should be denied. The evidence which the defendants presented to introduce would, in our opinion, have no probative value either on the issue of conspiracy or on the issue of damages. It is of such character as would justify the allowance of a bill of review; and, any event, defendants have not acted with that diligence which would justify the allowance of the bill of review."

The defendants sought permission (Continued on page 18)

## COAST GABFEST ON PATHE 8½ MILLION LOAN

Hollywood, Aug. 12. Conference are being held this week between Sergei Semenov, of First National Bank, Boston; Robert Purcell, chairman of board of Pathe Industries; Robert Benjamin, general counsel and director of that company; and Eagle-Lion. U. S. film firm E-L. prexy, over \$85,000 which P-I is seeking for its production activities in the U. S. held Monday (11) will continue for several days to work out details on loan.

Benjamin while here will also confer with Walter Wanger on deal terms. E-L will take 50% interest in latter's film holdings and finance him in the future on his picture-making. This deal, no way has any bearing on E-L production under Bryan Foy, as Wanger would make his films independently.

## H.O. Execs on Coast For U Pow-wows

Hollywood, Aug. 12. Universal's home office executives are all here, with executive presy Kate Blumberg and Matty Fow. Both are due to arrive Wednesday (14) for product sales conference, others here are looking at pictures, and when the other two arrive, they will be busy on handling of future production.

In view of the consociatory tax situation in England, selling and advertising plans for product sales completed and ready for next season's release will be discussed.

## THE RECENT THEATRICAL

Exhibitor reaction to the major's demands for increased domestic rentals, as broached this week by Universal-International sales chief William A. Scully, is expected to be vociferously against such a move. Most indie theatresmen contend that the British tax has created a desperate situation for the industry. They stress, however, that their operating costs have risen concurrently with the major's production costs, and they can't afford to pay more for product than they're paying at present.

Upped rentals would have been had enough last year, when profits were at their peak, exhibitors point out. With the boxoffice currently bogged down, it's almost impossible to pay more for pictures and still make money. Some of the indies have reported a slump in their grosses as much as 35% over this same period in 1946, and while none of them will claim they're now operating at a loss, the extremely high profits they've been expecting just aren't there any more.

While exhibs are thus expected to fight against any attempts at upped rentals, industry officials believe they'll stand ready to accept the situation if the British tax sticks. Since earnings abroad represent for many of the majors the total margin of profit on a picture, curtailment of these earnings means that the profit must be made elsewhere. With little possibility that production costs can be cut, exhibs will either have to fall in line with demands for increased rentals or ex- (Continued on page 20)

## Atlas' RKO Stock Worth \$123,000 On Liquidation Sale Tag

Value of approximately \$123,000 is placed by Atlas Corp. on its holdings in RKO as of June 30, according to its semi-annual statement issued last week. That's the value with the \$10,000,000-\$12,000,000 price tag that Floyd Gellum, Atlas prexy, has reportedly placed on the company's negotiations with N. Peter Rathvon, RKO prexy. Rathvon has been trying to get together a syndicate to acquire the Atlas shares.

Rathvon arrived in New York last week. That's the first time he has been what may be the final negotiations leading up to the stock sale. He's also here for homeoffice holidays and to participate in discussions with top officers of other companies on the stock exchange situation.

Atlas is RKO's largest single stockholder, owing approximately one-third of the outstanding shares and holding 100,000 shares. The company, RKO has outstanding approximately 3,900,000 shares, of which Atlas owns 123,000. Atlas has 812 option warrants, according to its report. It puts the June 30 value (Continued on page 20)

## STANLEY MEYER NAMED UA THEATRES HEAD

Stanley Meyer, for 17 years with National Theatres, has been elected a U. S. general manager of the United Artists Theatres Circuit and its subsid, Metropolitan Playhouses. He was named at a meeting of directors and stockholders in New York last week, charismed by prexy and board chairman Joseph P. Wampler. Meyer was elected a director of the Skouras Theatre Corp. and Randorff Amusement Co.

Geo. Skouras was named a v.p.-director of UAT and exec v.p. and director of the Randorff Amusement Co. Wampler, former controller for Metropolitan, was elected treasurer of (Continued on page 18)

## Exhibitors, Not the Public, Beefing About Upped B.O. Prices, Sez Goldwyn

Hollywood, Aug. 12. Exhibitors, not the public, are the ones squawking about upped admission prices, announced by certain pictures recently, Samuel Goldwyn declared here this week. The public is willing to pay extra for an extra-quality production, producer asserted, but both circuit and indie operators are complaining about the bound theories and ancient prejudices, when it comes to tilting their box office.

Goldwyn, running into difficulty in booking his "Best Years of Our Lives" on major circuits because of his demand for the upped tag, countered that exhibs must rewrap their thinking if they are to keep their theatres open in face of what the British tax may do to the industry. In addition to his booking difficulties, the producer has run into a barrage of criticism from exhib organizations, which claim to see no reason for upping admissions for good pic when they don't drop them for the bad before the tax is levied. Goldwyn declared:

"Last week the British government announced a tax of 75% on all American film earnings in Great Britain. I look at this as the greatest challenge we have to meet in our business."

War in London, at 10 Downing Street, U. S. Not only producers, (Continued on page 20)

## British Tax Perils UA's \$5,000,000 Production Loan

Revolving production loan of \$5,000,000, which United Artists is attempting to set up, stands in jeopardy this week as a result of the British tax situation. Bankers were figuratively stalling the loan in the coin away in their vaults until slight cleared on England's 75% tax bite.

Arthur W. Kelly, newly-named exec v.p. of UA, has had informal discussions with a number of banks regarding the loan, and was making headway when the British situation broke down (7). When the way indicating that they won't participate in the loan, the revolving credit available if all other details can be worked out—and there's still plenty of time to go in that regard—all the banks are particularly reticent about making commitments until they see what happens on the British situation.

Kelly is understood talking with bank heads about the size of having each put up \$1,000,000, at least. (Continued on page 20)

## REP. MONO, E-I SIDE WITH MPEA ON NIX

American film companies' ban on export of pictures to Britain may be an outright proposition with announced decision by Republic, Monogram and Eagle-Lion to string along with the Motion Picture Exportation, policy. These smaller distributors are committed to support the plan since they are not members of either the Motion Picture Assn. or the National Film Exportation Assn. MPEA, effective Sept. 1.

Embargo plan was announced last Friday (10) in the name of the MPEA, instead of the MPA, as a matter of mechanics to include the Little and Brown group in the export association, is hence a member of the MPA. Hence the plan was made by the former organization.

## Big Junket to Maine For 'Father' Pic Bow

More than 125 persons, representing newspapers, syndicates, fan publications, radio, local and national tonight (Wednesday) for "Snowed Me," to attend the world premiere of the picture, directed by the "Life with Father" at the Lakeview theatre tomorrow (14). However, Little and Brown, the authors of the legit play from which the pic was adapted, will host the reception in Skowhegan. It was at Skowhegan that the play made its world preem eight years ago.

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"Last week the British government announced a tax of 75% on all American film earnings in Great Britain. I look at this as the greatest challenge we have to meet in our business."

War in London, at 10 Downing Street, U. S. Not only producers, (Continued on page 20)

## Sam Dombow, Jr., To Replace Cole On Directorate of UA

First move in a general reorganization of the United Artists directors is expected to take place at the next meeting, with Sam Dombow, Jr., replacing Charles Chaplin in Cole as a rep of co-owner Mary Pickford. Sweeping changes in the board of directors are expected fairly soon in action by Miss Pickford and her partner, Charles Chaplin, to place women and other outsiders with "film men."

Changes in the board come as an aftermath to the recent election of the owners to give UA a new lease on life by upping Gerd Sears to replace Cole as president. The new or less gradually to maintain a continuity of experienced directors.

Scheduled to retire from the board are Charles Schwartz, Herbert Jacoby and M. J. Devery. Chaplin, and Arnold Grant, Edward C. Ratway and Vitals Chaff, replacing Miss Pickford on the picture. Jacoby are members of the firm of (Continued on page 24)

## L. of D. Bars 'Narcissus' For Treatment of Nuns

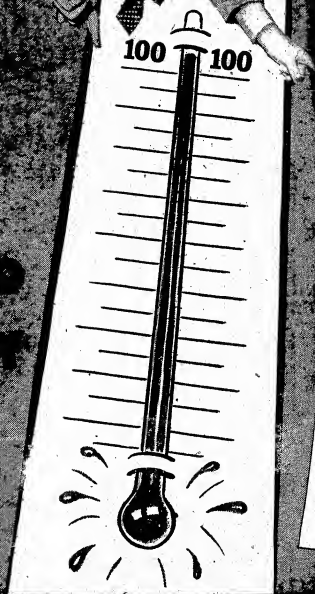
J. Arthur Rank's "Black Narcissus" has been barred from exhibition by the L. of D. Bars (Wednesday) at the Fulton, N. Y., has run into trouble with the L. of D. group of nuns. Legion, meeting late yesterday (Tuesday) afternoon, was expected to throw a complete ban on the picture. It will open as scheduled, nonetheless, according to Universal-International, which released the picture.

Legion officials refused to discuss the film in advance of the meeting, which was held in the organization's headquarters. The group's previous view of it. They referred, however, to the picture as "a picture when the British film magazine was in the U. S. in July by a special exhibition in Skowhegan, Maine, and Vocation Institute at the Univ. of Notre Dame."

Letter objected to the film's presentation in a group of nuns, "an extremely unfavorable light as 'worldly, neuritic and frustrated' and 'exaggerated' in its portrayal. It was at Skowhegan that the play made its world preem eight years ago.

# CHICAGO'S HOT AND SO IS MITTY!

THE NEW  
MUSIC  
SETBACK  
DAY RECORD  
AND THE SECOND DAY  
BUT THE FIRST!



OPENS AUG. 14  
**ASTOR THEATRE** N.Y.

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WUD 76 NL PD CHICAGO ILL AUG. 5 1947

9 SAMUEL GOLDWYN, SAMUEL GOLDWYN PRODUCTIONS,  
104-1 N FORMOSA AVE, HOLLYWOOD, CALIF.

9 I DIDN'T THINK THAT AFTER THE SENSATIONAL RECORD BREAKING 25 WEEK RUN OF "BEST YEARS OF OUR LIVES" WE WOULD IMMEDIATELY HAVE ANOTHER HIT FROM YOU, BUT HERE IT IS, "THE SECRET LIFE OF WALTER MITTY."

9 DESPITE FACT OPENING DAY WAS HOTTEST AUGUST 4 IN SEVENTY-SIX YEARS AND MERCURY HIT 100 DEGREES WE BROKE OPENING DAY RECORD OF "KID FROM BROOKLYN," AND FOR THE FIRST TIME IN OUR HISTORY THE SECOND DAY TOPS THE FIRST—CRITIC HENRY T. MURDOCK OF CHICAGO SUN SAYS "IT IS DANNY KAYE'S BEST VEHICLE SINCE 'UP IN ARMS.'" MAE TINEE, CHICAGO TRIBUNE, SAYS "YOU CAN MARK UP ANOTHER SUCCESS FOR DANNY KAYE...VERY, VERY FUNNY FROM BEGINNING TO END." JUDGING FROM AUDIENCE REACTION CHICAGO AGREES WITH CRITICS.

9 I LOOK FOR A SMASH LONG RUN WITH "WALTER MITTY," PICAL OF THE MANY CONSECUTIVE GOLDWYN HITS TO PLAY THE WOODS. I WOULDN'T SURPRISE ME IF "THE SECRET LIFE OF WALTER MITTY" WINS AN OSCAR. IT IS INDEED A COMEDY CLASSIC.

JACK BELASCO, MANAGER, WOODS THEATRE

733A AUG 6

*Entertainment in the Goldwyn manner*









THEY'RE NOT JUST "SOCKO"

THEY'RE NOT JUST "SMASHES"

THEY'RE NOT JUST "TERRIFIC"

THEY'RE BOXOFF

# WELCOME STRANGER

"Giant, colossal house record in Detroit" tops "Going My Way" by 60%...

Tops "Going My Way" in Minneapolis 1st week...

Tops "Going My Way" in New York opening...

Tops "Going My Way" in Rochester opening...

Tops "Going My Way" in Kansas City opening...

Tops "Going My Way" in Fort Worth opening...

All-time record in San Francisco...

"Doubled average gross in Chicago!"—*M.P. Daily*

And N. Y. Sun's "Best of the Crosby comedies... even better than 'Going My Way,'" keys the Broadway bouquets for...



BING CROSBY • JOAN CAULFIELD • BARRY FITZGERALD  
**"WELCOME STRANGER"**  
 in Wanda Hendrix • Frank Faylen • Elizabeth Patterson  
 Robert Shayne • Larry Young • Percy Kilbride

Directed by ELLIOTT NUGENT  
 Screen Play by Arthur Sheekman • Adaptation by Arthur Sheekman and N. Richard  
 Nash • Story by Frank Butler • Lyrics by Johnny Burke • Music by James Van Heusen  
 Produced by Sam C. Siegel

# "GIANTS!"

Says *VARIETY*

## THE PERILS OF PAULINE

"Giant gross in Seattle," says *Variety*... And *Variety* headlines "Pauline's" performance everywhere: "Biggest of the year in Omaha"... "Best in weeks in Philadelphia"... "Rousing business in Denver"... "Solid in Baltimore"...



"Dear Ruth' remarkable long run film, St. Louis"...  
 "Surprise 4th week strength, Chicago"...  
 "Unusual power in 3rd week, Kansas City"...  
 "Strong 4th week in Detroit"  
 "Biggest in Philadelphia"

(All Quotes from *Variety*)

"THE PERILS OF PAULINE"  
 In Technicolor  
 starring BETTY HUTTON and JOHN LUND  
 with BILLY DE WOLFE • William Damarest  
 Constance Collier • Frank Faylen  
 Directed by GEORGE MARSHALL  
 Screen Play by J. Wolfson and Frank Butler • Produced by Sol C. Siegel





# Hollywood ON TOUR

By HEDDA HOPPER  
 Cedar City, Utah, July 28.—Ever since I started writing a column, I've been giving you news about Hollywood. When I left on this trek, I promised to let the people tell me what they thought of Hollywood and its picture. So I introduced myself to John Rowberry, the motion picture exhibitor here. He said: **TWENTIETH CENTURY-FOX PICTURES BRING HIM THE BIGGEST RETURNS AT THE BOXOFFICE!**

**NATURALLY!**

.... and *WHAT* returns Mr. Rowberry and every exhibitor will get *WHEN HE PLAYS*.....

## KISS OF DEATH

VICTOR MATURE  
 BRIAN DONLEVY • COLEEN GRAY

## MOTHER WORE TIGHTS

TECHNICOLOR  
 BETTY GRABLE • DAN DAILEY

## THE FOXES OF HARROW

REX HARRISON • MAUREEN O'HARA

## NIGHTMARE ALLEY

TYRONE POWER • JOAN BLONDELL  
 COLEEN GRAY • HELEN WALKER

## DAISY KENYON

JOAN CRAWFORD  
 DANA ANDREWS • HENRY FONDA

## THE SNAKE PIT

OLIVIA DeHAVILLAND  
 MARK STEVENS

## FOREVER AMBER

TECHNICOLOR  
 LINDA DARNELL • CORNEL WILDE  
 RICHARD GREENE • GEORGE SANDERS

## GENTLEMAN'S AGREEMENT

GREGORY PECK • DOROTHY McGUIRE  
 JOHN GARFIELD

## CAPTAIN FROM CASTILE

TECHNICOLOR  
 TYRONE POWER  
 JEAN PETERS • CESAR ROMERO

...from **20th** Century-Fox







When the  
**BIGGEST**  
theatre in the  
world set out  
to get the  
**BIGGEST**  
picture it  
could find  
to start the  
**BIGGEST**  
season of  
the year!

Starting in September  
RADIO CITY MUSIC HALL  
KATHARINE HEPBURN • PAUL HENREID  
ROBERT WALKER

in M-G-M's Great Romance  
"SONG OF LOVE"

A CLARENCE BROWN PRODUCTION

with  
LEO G. CARROLL • HENRY DANIELL • HENRY STEPHENSON  
Screen Play by Ivan Tors, Irvin Van Cobe and Allen Vincent and Robert Ardrey  
Produced and Directed by CLARENCE BROWN  
A METRO-GOLDWYN-PICTURE

COMING! M-G-M's  
"SONG OF LOVE"

## Not Enough Product to Go Around, B'way still Runs Go for Reissues

Acute shortage of Broadway show-business product last year resulted in a jam-up of available product waiting to get playing time, with the result that several first-run theaters have switched over to a reissue policy.

Since stems directly from the shorter runs now being garnered by the majority of films. That factor in itself has been believed to stem directly from the public's growing resistance to what they call "excessive" admission prices now in effect at the Broadway showcases. Average sale at the first-run houses is \$108-125, compared with \$75-90 for the second-run. Since the public's reaction to its film fare, it's believed the customers are now waiting for the average to reach the same level as at lower admission prices.

Reversal of the trend, signs of which have been cropping up for the last several months, was pointed up sharply this week by the shuttering of the Broadway theatre and the inauguration of a "reissue" program of reissues at the RKO Palace. Since the houses, such as the Globe and Gotham, had played dual reissues several times in the past, the RKO policy is a semi-permanent basis. Warner's Strand this week, for the second time, has installed a change of reissues while eliminating the stage show which previously accompanied a single first-run film at the house.

Broadway theatre, recently taken over by United Artists, has lost per week lease from the Shuberts, closed Thursday (7) night. Shuberts has stated officers of the theatre "short period to permit alterations." Actually, however, it's believed to have been closed for the last of its actual product. After "Cocacina" fazed out two weeks ago on the round of its run, the house remained opened last week with a dual reissue bill of "Great Guy" and "Lone Star." The Daulner, however, grossed a very big \$56,000 in seven days. UA originally had the theatre scheduled primarily for the opening of Charles Chaplin's "Monsieur Verdoux" there last week.

New reissue policy at the Palace involves a daily change of program, with prices scaled down to \$100. How long the house will operate on that policy has not been revealed. The program ended off yesterday (Tuesday) with "Bells of St. Mary's," and the rest of the week will see such reruns as "Love Affair," "The Informer," "Top Hat," "Friede of the Tankies," "Gunga Din" and "Spanish

## Goldman Case

Continued from page 3  
for a bill of review virtually amounting to a trial—on the basis of "newly discovered evidence" in the last decision in the long-drawn-out legal battle. Judge Kirkpatrick found that Goldman was forced to close the Eringer company, distribute the film companies allegedly denied him first-run rights by distributing them to the Warner chain here.

Both sides' attorneys for the defendants claimed the "new evidence" was that Goldman declined to accept a 60 first-run picture for the year him last year, after closing the Eringer. They maintained this was the Goldman case. The first-run picture was "The Run for the Eringer, and thus could not suffer damages by failure to obtain them. In obtaining them, the court ruled, "the fact that the plaintiff in 1946 and 1947, when it had three other theatres in which it could show first-run pictures, preferred to operate them rather than the Eringer does not show or tend to show, that it could not have operated the Eringer with the five years' experience and that other theatres were not available, if it had been able to obtain first-run pictures for the Eringer, the conclusion from the failure to open the Eringer theatre in 1946 and 1947 was that it could not operate profitably in 1941 and 1942, if first-run pictures had been available for showing there, is a very speculative, we think, as to be worthy of consideration in the comparison with other evidence. The finding of the finding of the lower court was based."

## N. Y. Foundation Picks 17

Motion Picture Foundation for the Greater N. Y. area selected a committee of 17 at its meeting last Monday (11) at the Astor hotel. Max Cohen presided as acting chairman, with the rest of the seven-member permanent chairman and trustee for the N. Y. chapter of the Foundation are: John R. Eysell, Harry Kalman, Malcolm Kingsberg, Dave Levy, Arthur Mayer, Ray Moon, Bert Sanford, Fred J. Schwartz, Joe Seider, George Skouras, Solomon Straussberg, Joe Vogel, Walter Reade, Sam Lindler, Sam Rosen and Ed N. Rugoff.

## Expensive Fronts On B'way Nipped By Shorter Runs

With the public now shopping for the films it wants to see, and the resultant shorter runs for most reissues, the theatrical district's theatre fronts have taken it on the chin in several instances.

Some fronts in the past have cost as much as 25% of film's entire first run gross. With films now playing for two or three weeks, the fronts formerly ran five or six weeks, distributors have evidently figured that the high costs don't pay off any more in equal returns.

Brandt's Gotham theatre, for example, which formerly sported at "The Sign of the Cross" and "The Sign of the Cross," the marquee, has now only a blank space there. Brandt's Republic, which used to have blank marquee signs, now features only a banner striped with the marquee. Fronts on all other theatres, with the possible exception of the Astor, have become more moderate, with hardly a more sporting sign, the cost-cutting measure that has been used to the rule.

Spokenman for the Brandt circuit, who said the cost-cutting measure has been noticed up and down the street for the last three months. Daulner, who was contacted during the lush wartime era that the public would go for almost any picture, and that it was the theatre's brightest lights that drew the biggest crowds, now realize that it's the quality of the picture alone that's the deciding factor. That's the chief reason, he declared, why Broadway has lost a little of its glitz.

## MAJORS DENY APPEAL IN JACKSON PARK SUIT

Continued from page 12

The Jackson Park theatre scored last week for the second time in an appeal against the district court, when that tribunal denied a group of major pic distributors a piece of a rehearing of the case against them. The court had previously upheld a suit by the distributors against the theatre, which had been ordered to pay \$100,000 in damages for the distribution of the picture on the basis of the decision. The court ruled that the distributors had the right to sue the theatre, and thus could not suffer damages by failure to obtain them. In obtaining them, the court ruled, "the fact that the plaintiff in 1946 and 1947, when it had three other theatres in which it could show first-run pictures, preferred to operate them rather than the Eringer does not show or tend to show, that it could not have operated the Eringer with the five years' experience and that other theatres were not available, if it had been able to obtain first-run pictures for the Eringer, the conclusion from the failure to open the Eringer theatre in 1946 and 1947 was that it could not operate profitably in 1941 and 1942, if first-run pictures had been available for showing there, is a very speculative, we think, as to be worthy of consideration in the comparison with other evidence. The finding of the finding of the lower court was based."

The decision which the distributors sought to have set aside last week was an order compelling the theatre and B&K to halt the allegedly discriminatory practices.

Attorneys for the defense will probably file with the U. S. Supreme Court for a writ of certiorari.

## Film Workers' Pay Hits Top \$106 Weekly Avg.

Sacramento, Aug. 12. Film workers' average weekly wage of \$106.90 during the month of June, the highest mark for the industry in the history of Hollywood studios. Average weekly salary for June, 1946, was \$84.50. The increase was the result of a settlement here by the California Labor Statistics Bureau.

## FWC, Projectionists Huddles at Impasse

Hollywood, Aug. 12.

Negotiations of Projectionists Union Local 150 with Fox-West Coast Film Corp. at its weekly meeting ended by seven projectionists and 10 theatre men. FWC representatives at the meeting, which Wallace Crowley as having inserted several clauses into negotiations not acceptable to the group, which would affect the projectionists' seniority law.

Crowley announced that, due to the "delicate nature of projectionists' next move would be to contact their international.

## 'Metro Bombshell'

Continued from page 3

declare that such deals as Metro proposed would send the whole market spinning into chaos, with every film company trying to outdo the other via cuts in salaries and other special privileges. They also forecast the money-paying spreading to printers, manuscript-typing agencies and other sources to attain precedence by one company over another in seeing promising novels and screenplays.

There is already considerable skulduggery by story editors in trying to outdo each other in looking at the manuscript. When such a feat is accomplished, it is usually still has "another month" to go. "Green Grass of Wyoming" finishes on location in Kansas this week of the week, and "Gentlemen's Agreement" has only about a week of exterior work in New York. Studio work at studio won't roll until Sept. 8, when "Flapper Age" is slated to start. Eddie Scott put "Call Me 777" into work during next two weeks, but this will be on location in Atlanta, where background of city will be used instead of studio-built sets.

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## Inside Stuff—Pictures

Twentieth-Fox, having already established a precedent by having Bing Crosby start a lawsuit out of a special recording to play, is now "hooking interest in using the data for local advertising purposes. One side of the recording, which was made at the 20th-Fox 7 p.m., is a play directly to exhibits, explaining why Crosby cut the picture. It can be played on any home phonograph. Other side, grooved at the commercial end, is a recording of Crosby's radio transcription. Latter side runs 50 seconds, leaving room for a 10-second announcement of the local playdate.

Warner Bros., in assigning Bette Davis to direct Bette Davis in "Winter Meeting," doesn't figure it's worth too much of change on new. Davis, who is in the WB picture, "observer-director" on "Stallion Lord," after which he went back to N. Y. to stage "Finian's Rainbow." His other Broadway credits include "Four Girls in a Room," "The Girl Who Came to Supper," "The Girl Who Came to Supper" of the Union and "Hasty Heat." Also "Amphitruon" and "Mido's Delight," among others, which is why WB is worried. Davis pic starts next month. After that he'll direct Sidney Kingsley's "Fanny Hill."

A film trailer helped a southern theatre manager to beat the housing shortage. Jack Jordan, manager of the Ambassador Theatre, Raleigh, N. C., stuck without a house, recently starred his three-year-old daughter in a trailer pleading for help, and exhibited the trailer in his theatre. The trailer won a big response, and now Jordan, his wife and baby are settled in their own home.

## 20th Layoffs

Continued from page 3

studio observers say, will probably mount to several hundred more and reach into every department on the lot.

Slowdown in production is seen as the prime reason for general cut in payroll. Studio will have a picture before cameras on the lot, after "Daisy Kenyon" winds this week, and "Call Me 777" will still have another month to go. "Green Grass of Wyoming" finishes on location in Kansas this week of the week, and "Gentlemen's Agreement" has only about a week of exterior work in New York. Studio work at studio won't roll until Sept. 8, when "Flapper Age" is slated to start. Eddie Scott put "Call Me 777" into work during next two weeks, but this will be on location in Atlanta, where background of city will be used instead of studio-built sets.

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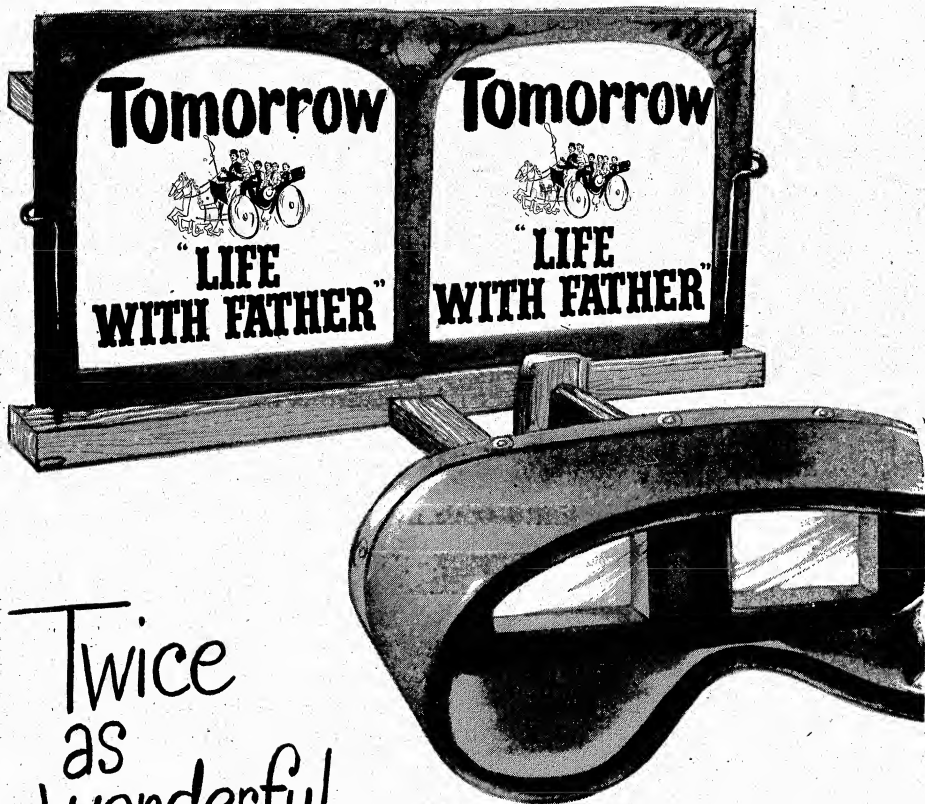
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Twice  
as  
Wonderful  
on the screen  
because

**WARNER BROS.**

bring it to you with all the fun  
of its eight year run...

IN  
COLOR BY

**TECHNICOLOR//**

*Clarence Day's*  
**"LIFE  
WITH FATHER"**  
STARRING  
**WILLIAM POWELL  
IRENE DUNNE**

WITH **ELIZABETH TAYLOR**  
EDMUND GWENN • ZASU PITTS  
PRODUCED BY **MICHAEL CURTIZ • ROBERT BUCKNER**  
SCREENPLAY BY **HOWARD LINDSAY & RUSSEL CROUSE**  
FROM OSCAR STELLA'S PLAYS PRODUCED BY WARNER BROS. PICTURES  
SCREEN PLAY BY DONALD CRISP & ELEANOR



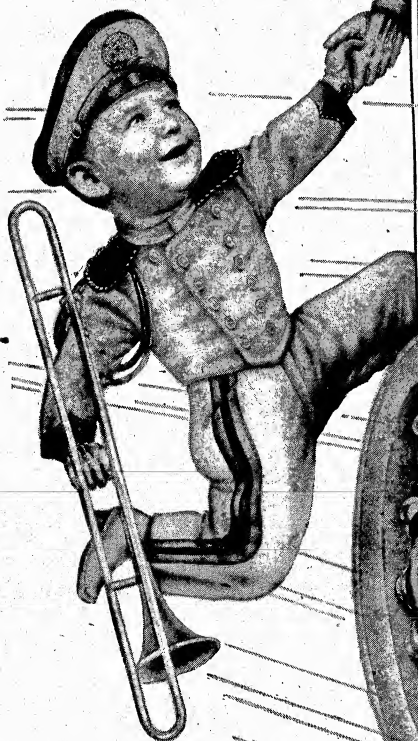




CLIMB  
ON THE

# BANDWAGON...

Get Back to  
SHOWMANSHIP!



Come on fellas... Climb on the Bandwagon  
...with the Industry's "Top" SHOWMEN!...  
Step up your Advertising "tempo"... with  
Bigger Newspaper Ads... more Radio time!...  
Make a Big "Noise" from your Lobby, Front  
and SCREEN!... Plaster those highways and  
byways... with eye-arresting Lithographs  
that "Harmonize" with your sock campaign  
...and build up "volume" at your Box Office!  
...Get in "tune" with the times!... Get Back  
To Showmanship!

*The  
Prize  
Baby*

NATIONAL *Screen* SERVICE  
PRIZE BABY OF THE INDUSTRY



# Let's Wake Up Rip Van Winkle!

*Millions of bushels of food may rot in our fields this harvest time, instead of being available to the markets of the world — because of our shortage of freight cars. Here is a way that thousands of cars can be freed for service—in a hurry.*

**A**RE you interested in the price of food? Does it give you a twinge to see those pictures of mountains of wheat piled on the ground and potatoes going to rot—when there's a desperate world food crisis?

The bottle-neck is our freight-car shortage. But thousands of cars could be freed by a single decision—if old-line railroad managements would act.

## Don't Blame the War!

This is hard to believe, but it's true: we have today only three-fourths as many freight cars in our country as we had twenty years ago. This shrunken fleet is now called on to handle the greatest peacetime traffic in history. And the war itself is not to blame for the shortage—for in no single year from 1925 to the start of hostilities did the railroad industry buy as many cars as it junked. Twenty years is a long time for even Rip Van Winkle to sleep!

## What Can Be Done?

There is at least one remedy that can be applied at once—despite the steel shortage and other difficulties in car-building. This remedy requires no new equipment, no period of time to work out—nothing but an act of management:

Lift what appear to be agreements between railroads that deliberately slow down many freight trains!

Here is an example. There are eight important schedule routes by which you can ship "fast" freight from California to Chicago. These routes vary in length as much as 450 miles. But, curiously, the time schedule for each of the eight is exactly 118 hours—and 39 minutes!

Similarly, scheduled freight trains moving west over the important routes from Chicago to the Coast areas, despite great differences in terrain and mileage, take exactly 180 hours—on the nose!

## Is This Free Competition?

Could it be that these schedules are fixed by agreement? That the trains which could be



*Are old-line managements asleep while freight trains creep at a snail's pace—by agreement?*

fastest are held back for the slowest—so that no road can have even the slightest competitive advantage?

Railroad men know that, in many instances, a whole day could be cut off these schedules between California and Chicago—if managements would simply order it. If that were done, on these roads and on others, it would ease the national car shortage at once!

There is good reason to believe that by lifting deliberate freight slowdowns, on the roads that still practice them, we could provide more cars this summer and fall than our shops can possibly build. And, at this critical time, every car that can be freed for service is desperately needed!

## A Call For Action!

The next few weeks will be the most important ones in our food problem. Our wheat crop is estimated to exceed any previous record by 500 million bushels. It is *now* being piled in the fields—for want of cars.

If you feel as strongly about this as the C&O does, write to your newspaper and your congressman. Do it today while it is on your mind.

Ask them to stir up Rip Van Winkle—and tell him that time is short. Demand that our trains be scheduled not merely to suit the private deals of the railroads, but so that we can make the best use, for the whole public, of our shamefully depleted stock of freight cars!

# The Chesapeake and Ohio Railway

Terminal Tower, Cleveland 1, Ohio







# What Price Success?

Now that NBC, in its present enviable SRO state, avowedly wants to break out with a rash of public service-consciousness in a bid to match the prestige performance of its top rival, CBS, question intrigues the industry is how far the network's new program vespers, Ken Dyke, will be permitted to go.

It's recognized that Dyke has a particularly tough assignment. It's nearly a case of CBS having already established its prestige with its sock documentary shows, but, with network time completely sold out, the question arises: how can NBC justify its claims to ensuring public service programs in a big way only only 11 p.m. to midnight segments are open? The trade is not unimpressed, too, of the fact that the public service avowals come within a few weeks after the network yanked its No. 1 public service program, the NBC Symphony Orchestra, out of its long-established Sunday afternoon time to make way for the Ford commercial.

It's generally agreed that, if NBC means what it says, it will have no alternative but to fall in with the policy inaugurated last year by CBS—cancelling out commercial shows in prime evening time in order to expose its proposed public service programming to a wider possible audience.

## AFM Decision on A&C Musical Insert Watched as Guide to Co-op Shows

The trade is watching closely for the outcome of current talks between the NBC network and the American Federation of Musicians concerning the web's bid to supplement its existing A&C co-op show program with music. The matter has already been taken up with AFM proxy James J. Petrolle, who, latter tonight, is into local jurisdiction, in this instance the Los Angeles local, since the A & C show will originate from the Coast.

Up to now AFM has made musicians on co-op programming, with result that network co-ops to date have been pretty much restricted to news commentary programs and gabfests. An AFM okay for the A & C program would thus give impetus to the whole co-op programming venture, opening up new avenues for musical shows, etc. For example, is anxious to hype its Robert L. Ripley co-op program with musical insert, but has been stymied by the AFM edict.

If the musicians' union nixes the deal, NBC will use the chorus on the half-hour weekly stanza.

**'Info' as Mutual Co-op?**  
Mutual is after "Information Please" for its co-op lineup. The net and Don Colman, executive of the prestige package, who cut short a trip to Europe to talk over the deal, (Continued on page 35)

## Borden Pulls Plug On 'Arthur's Place'

Hollywood, Aug. 12.—Borden is washed up with "Arthur's Place" and the mythical estate shutters its Sea Breeze broadcast. Sponsor has been unhappy with the show and its ratings and has in Bill Lewis, executive head of Kemyon & Eckhardt, to assemble another program, a musical.

For the first few weeks Arthur Moore was replaced as chief comic by Jack Kirkwood, with Moore concentrating on production. Shows play out first cycle of 13 weeks. Billing, however, remains with K & E, and Moore took over the reins from Young & Rubicam on the strength of its pitch with "Arthur's Place."

## P&G BUYING 2 MORE DAYTIME SERIALS

Procter & Gamble's multi-million-dollar bankrolling of soap operas is slated for further injection of coin in the fall with the addition of two more daytime serials to push the company's comparatively new daytime line.

Benton & Bowles agency, which has the account, already has a new member scripped by its own staffers, Roy Bailey, chosen for the title of the tide billings, and is shopping for another. Big money is being sought to find satisfactory network time for the two items.

P&G also has just annexed P&G's Chipmunk soap account, which may further add to the agency's radio billings.

## Kate Smith Twist

If the American Federation of Musicians lifts its present ban on use of musician on co-op shows, it's expected to pave the way for nighttime co-op sponsorships via Mutual, of the top budgeted "Kate Smith Singing" show. When last heard on CBS under General Ford auspices, it was a \$135,000-weekly package.

**Speak's** nighttime show is heard co-op on Mutual and her 15-hour performance on the show, topped Collins on WOR (N. Y.), slotted back-to-back with the network's own variety of sponsorship, station execs say.

## Cash-On-Line

**New Web Basis**

NBC and CBS, which up to now have preferred to keep their co-op shows for the Army Recruiting network shows, rather than accept co-ops, are ready to do an about face. The webs figure that, with all other media cashing in on the \$5,000,000 U. S. Government appropriation, they are ready to do an about face.

By actual, both NBC and CBS may grab some of the Saturday afternoon football billings. It would mark the first time that either network has taken a sponsored football game for a seasonal basis. Last year the two-way Army recruiting gridcasts (the "Point-Counter Point" game of the Week) went to Mutual and ABC. Latter network presents a "Point-Counter Point" game on Saturday afternoon Texaco sponsored Metropolitan Army broadcast. Guy Lombardo's bid to both NBC and CBS to accept the coin.

Decisions in the case of both networks will rest on whether they can line up the affiliates, since many of the sponsored football during the fall on a local basis.

Change of heart won't affect, on Sunday night summertime show or the CBS "Sound Off" program, which will continue on the cutoff time. Because of limited budget, the two other Army Recruiting Shows, Guy Lombardo's "Warriors at Peace" (ABC) will go off during the 11-week football season.

## Knox Drops 'Danfield'

Affairs network logs a new drop of "Danfield" on Aug. 13. The network declines out its drop sponsorship of the "Danger Dr. Danfield" program. "Danfield" drops Sunday afternoon from 2 to 3:30.

Knox cancels out after a full year of bankrolling the stanza.

## STREIBER PLANS FOUR-WEBS PLAN

By GEORGE ROSEN

WOR in New York is in the process of blueprinting its present ambitious multiple-planned programs attempted to date aimed at development of new shows and talent.

The move, inaugurated by station proxy Ted Streiber, is the cue to the growing war between the two industry that radio is in the economic hot seat; that unless new talent is found at a means of widening circulation economically for advertisers, the inroads made since the war by newspapers, magazines and other media will become even more pronounced. Here's how WOR, in a series of unprecedented moves, is coping with the situation:

1. Station is embarking on an organized talent hunt expedition into the grass roots sectors of the country in a move which will enlist the aid of the nation's radio editors.

2. Station is enforcing a policy of selling its own programs in effect treating all its daytime regulars as a team, and by having representatives across-the-board to prevent kicking around of programs before as much of the widest circulation as possible will be secured. At the same time, he's got to buy the show that's slated there. Station says it will limit its profit to 10% on programs.

3. In a move to encourage program selling, particularly through live shows, station has inaugurated a "bonus system" for all salesmen which will cover more than a dozen shows.

4. Taking its cue from the Arthur Godfrey "Talent Scout" program and Eddie Fiedler's "Talent Scout" NBC stanza, WOR is prepping its own locally-sourced program to spotlight potentially-promising performers.

**Talent-Search**  
Dick Pack, WOR's publicity chief, has been designated by Streiber to head up the talent-search division. Dorey's plan is to include the station with the radio editors of newspapers throughout the country, enlisting their advice on local talent talent that might be ready for bigtime showcasing. Station realizes that if the talent is not found, the station managers who might feel they're being "raided," and otherwise might figure the station brought in talent from those towns in the doghouse, but Streiber is going on the supposition that no station would want to hold back potentially promising talent or prevent them from hitting the big time.

On the basis of talent selected by the radio editors, the Program Board of WOR will listen to transcriptions of the talent, including comedians, announcers, singers, dramatic thespians, etc.—and those deemed worthy will be brought in for a try-out for an audition. If they make the grade they'll get their own WOR show, which will be a part of a full Mutual network buildup.

## NBC Reshuffle To Hit Lower Levels

While from all outward appearances things have settled down to a calm at NBC, in the wake of the recent resignations, there's still considerable speculation as to the "lower level" personnel shifts that are required.

These will probably take place, particularly in the programming division now headed by Ken Dyke, and in Harry Kopt's sales station relations departments. Nothing has been said about the general shakedown there will be divisional reworking of personnel, with Harry Kopt's Trammell and exec vicepres Frank Mullen on top of the NBC television operation, which developments are likewise on tap.

## Mutual's 14.8% Nosedive Keynotes 4 Webs' Overall 4.5% Billings Slide; CBS May Wind Up Only 1% Behind

### New Program Brooms

Within the span of a single month all the networks but Mutual have taken on new programming chieftains for a 75% turnover in creative network talent that will probably stand as a record for a long time to come.

In almost successive weeks CBS announced appointment of Hubbell Robinson, Jr., to the web's program post; ABC named Charles "Bud" Barry as successor to Adrian Smith, and Ken Dyke moved into the No. 1 NBC program spot exicted by Clarence Meyer.

Phil Carlin is Mutual's program vespers—and we're very happy," says the network.

## Harry James On Mutual's Agenda For 6-Hour Jockeying

WMCA, Nathan Straus' N. Y. indie, is making like it's out to become Gotham's No. 1 disk jockey haven. Having taken on Tommy Dorsey's new platter station for a total of 12 hours weekly, beginning in September, the station now is on the hunt for two more disk jockeys. And one of these Bob's sequence, already one of Dorsey's band-batonning talents, Harry James.

James would give the indie a total of six platter spinners and six daily diskling stanzas. Already twirling on WMCA's are Andre Baruch and wife, Ben Wein, and O'Brien, with an early-morning "Whole Bob" sequence. Shoney's recorded disk jockey stint, teeing off Sept. 8, will be broken into two Monday-Saturday segments, 10-11 a. m. and 7-8 p. m.

Reported plan being mulled by the indie's execs is to block-program disk sequences into a solid six hours daily of such stuff. Around the station it's claimed the Harry James deal is no further than the talk stage. (Continued on page 36)

## Chesterfield Finds Godfrey Satisfies

Arthur Godfrey has put out the SIO star, and on the basis of a new deal CBS has just concluded with economic, spiritual and financial gains estimated \$500,000 annually.

The little outfit is plunking down an additional \$600,000 a year in order to bankroll the Godfrey moniker. To show on CBS, the star's new board, Chesterfield had been picking up the tab for the Monday, Wednesday, Friday stanzas, and now decided on the five-times-a-week whirl.

Godfrey's Monday night "Talent Scout" show, after a year as a sustainer, is now bankrolled by Lipton Tobacco Co. Four Buena Vista-Arthur Peril will script.

Documentary will delve into the economic, psychological and emotional problems of people over 40, and how they fit into a society which makes no provision for the vast majority of middle-aged.

The story of what's been happening in radio during the first half of 1947 and has been responsible for generating so much anxiety among web officials is reflected in the estimated billings for the networks for the first five months.

It shows how Mutual, for example, took a 14.8% nosedive in gross time sales in comparison with last year, with CBS 3.2% below its '46 billings. The cumulative figure spells out an overall 4.5% tabulating in billings for the four webs, with the nosedive even more pronounced (5.4) for the month of May.

Actually, however, the picture has changed considerably during the June-July period. Today NBC is sold out, with nothing left but station time. Despite its drastic drop in billings for the first half of the year, CBS spokesmen say they'll wind up in '47 with only an approximate 1% drop in gross time sales from '46, with the new Campbell Soup, Coca Cola and Chesterfield business principally responsible for the renewed optimism.

And that optimism is reflected pretty much in the rise at all four webs, although it would appear there's a 1% rise above that for Mutual in the face of its 14.8% drop in billings for the first five months of the year.

Estimated billings follow:	
	For May
NBC	\$4,874,400 — 7.6
CBS	3,874,400 — 1.2
ABC	3,628,602 — 4.2
MBS	1,909,300 — 15.8
Total	\$13,098,025 — 5.4
For First 5 Months	
NBC	\$25,277,693 — 5.7
CBS	21,276,900 — 5.2
ABC	20,746,000 — 1.8
MBS	9,757,386 — 14.8
Total	\$76,788,785 — 4.5

## Menser, Bow Talk A Liken Headache?

Clarence L. Menser, who was proposed as NBC's programming vespers in the web's recent reorganization to join the Milken Bow agency. As yet, however, Menser is refraining from any public speculation as to where Menser would go after his longtime NBC affiliation automatically comes to an end.

If a Blow deal is consummated, it would mean the end of the reorganization, particularly in regards to the agency's Milken Berle-Eversharp partnership. The Berle script, written by Nat Hiken, who has also been Fred Barker's chief counsel, is likely to be one of the sore spots in the multiple NBC censorship wrangles during the period of "Shooting Stars."

## KREML RETURNING TO MUTUAL FOLD

Kreml, which once was responsible for a hefty chunk of Mutual's billings via its sponsorship of Gabriel Byrne's "Shooting Stars," now again embracing the Mutual fold, now that it has decided to abandon Barker's "Shooting Stars" on ABC.

There'll be a decision this week on Kreml's new programming being handled through Erwin Wasya agency. Looks like client will pick up the end of the 40-minute Mutual Black disk jockey ride on Mutual and is also making the five-minute Barker-Berle Rose night-time show.

# NBC Pot Reveals Wide Acceptance Of Disk Shows by American Stations

NBC, which shudders at the thought of contaminating its network lines with platted programs, freely admitted that the basis of a survey by its Radio-Recording Division this week that transcribed shows have wide general acceptance with local stations and that, in fact, there currently exists a market for approximately 1,200 full-year wated program series.

Strong dependence upon e.t.'s for a good share of their programming was disclosed by station and commercial managers of 1,015 stations, first. The questionnaire, first of its kind undertaken by the NBC Radio-Recording Division, was sent out to the stations in the form of a questionnaire, first of its kind determining what kinds of shows commercial managers think they can sell to advertisers and, second, what they will pay for them. Stations were asked to indicate the degree of their need for 31 types of programs. Results show musical shows have gone in preference with 31% of the votes, dramatic shows second with 27%, variety programs third with 22%, and juvenile series fourth with 17%.

Stations emphasized, however, that while they offered a large market for syndicated programs, they would go to be in the low-budget brackets. In a word, the stations want shows of network type and quality but at a cost within the means of local advertisers.

Of the 74% of the stations reported they could pay from \$1 to \$5 per quarter-hour show, 18% would pay the other 21% saying there no market for this class of show. Five-minute programs were desired by 65%.

As for length and frequency of shows, most stations wanted 15- to 30-minute programs, with 21% wanting weekly and half-hour shows once a week, with varying running 52 times.

While 62% of the stations listed to have the announcer on the platters and 50% on the radio, and while 10% of local commercial announcements, 80% didn't like this procedure and 20% preferred to have the announcer on the radio.

Laughter and applause from studio audience on waxed stanzas were preferred by 21% and 21% didn't want it and 18% while 21% didn't want it and 18% were indifferent.

Execs of NBC-RRD say the results to use the survey results to plan their chart music production plans of the division.

## Heidt Cutting Amateur Show as Philip Morris 'Ignorant' Replacement

Hollywood, Aug. 12. Horace Heidt cuts a record of his new amateur show at CBS Saturday night if it passes muster with network, agency and client (Philip Morris), it will replace "Pays to Be Nice" next month.

Plan is to travel show and use local talent at each stop. Heidt's record winner will be carried over until eliminated by studio audience applause. Heidt also play shows dates with list of best spots.

## FRANCES WILDER EXITS CBS FOR COAST JOB

Frances Farmer Wilder is exiting the CBS fold. The network's consultant in daytime programming since 1944, she will step out of her present job Sept. 1 to become director of the West Coast Division of Social Research, Inc., a firm specializing in industrial and human relations.

Miss Wilder, who also is president of the Assn. of Women Broadcasters, was expected to leave the network office concurrently with her departure from CBS.

Her job will take Miss Wilder back to her old stamping grounds, as she was "educational" director of the Pacific Radio Network for six years prior to being brought east as daytime programming consultant.

## STANDARD OIL OF IND.'S 80G GRIDCAST SKED

Chicago, Aug. 12. Standard Oil of Indiana will spend around \$80,000 on football broadcast this fall. The schedule calls for 65 college and pro games over 11 stations. Deals were struck through McCann Erickson here.

Referee's set of games, outlets and play-by-play callers as completed this week is as follows:

Chicago Bears: WIND, Chicago, WQA, Moline and WJZ, Tuscola, Ill.; Bert Wilson.

University of Michigan: WDR, Detroit; Don Watlick.

University of Minnesota: WCCO, Minneapolis; Halsey Hall.

University of Iowa: WHO, Des Moines; Dick Vothan.

University of Nebraska: WOW, Omaha, KOLZ, Scottsbluff, and KOTV, Council Bluffs; Tip Sargent.

Notre Dame: University of Missouri and others to be determined by 100 games; KMOX, St. Louis; Gene Clausen.

University of Colorado: KOA, Denver; Steve Hays.

Buyers of broadcast rights here that in a good many instances the radio station is the one that has as much as 60% more than what they have been getting for the remote. Several have given up their title is that their teams are up to full prewar strength and that the public interest in football will be greater than ever this coming season.

## NAB Sets AFRA Code Talk Reps

The National Assn. of Broadcasters has named its members to the industry's new AFRA code talkers. Problems arising out of the American Federation of Radio Artists' national board and more than a score of the top kilocyte stars have agreed to participate.

The set of the series is for the sponsor to pay \$2,500 a week to the AFRA treasury, and pay the talent of each program three-quarters its average fee, with a maximum of \$15,000. This, the sponsor would make no on the operation over the regular talent cost of the selected "best" program costs over \$15,000. The series will be run on a cost considerably more than that, and the top talent budget for the series will be \$15,000. This includes the AFRA fee. For that expenditure the bankroller would be getting top names in the officially designated-off stanzas.

One of the vital gimmicks of the plan was to present to the AFRA board to the formation of a joint committee, to which the union will appoint 12 members to help obtain sponsor clearance for the participation of the various top stars, and otherwise assist on the series.

This and the other aspects of the plan were presented to the AFRA board by Stollery, just before his departure for the Coast. However, the ad exec has not yet received approval from the board.

Colwell & Bayles clients has agreed to underwrite the series.

The program is to be live, not recorded, repeat of a regular broadcast, thus eliminating the necessity for more than minimum contact, re-write or extensive rehearsal.

Van Nostrand, head of the Coast agency, will be the one to handle contact on the joint committee.

Not Wolff will be liaison between AFRA and the committee.

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## BANNISTER MOBILIZES AFFILIATES VS. NBC

Chicago, Aug. 12. Group of NBC affiliates, chaired by Harry Bannister, of WWJ, Detroit, voted at a meeting in Chicago last week to canvass the network's 125 affiliated stations on which they sought to be brought to the agenda when they get together at the Clange Hotel, Atlantic City, Sept. 1, prior to the NAB convention.

The gathering last week was an informal one, and it was agreed that in the matter of topic selection for AC it would be better to let the overall affiliates suggest them than to let Bannister in advance.

The group that met in Chicago last week consisted for the most part of the NBC affiliate committee that organized some months ago to oppose NBC's proposed new rules for chain-link announcements. That committee made its report and disbanded three months ago. Following the meeting, Walter Dames, of WTMM, Milwaukee, who was among those present, said he had considered the network's idea on chainlink restrictions as "just a dead horse." The plan would be limiting chainlinks on NBC stations to one per hour.

## 'Show of Week' Decks Cleared; AFRA Gives Nod

Don Stauffer's proposed "Show of the Week" radio series, reported in last week's VARIETY as in the preliminary stage, has been virtually sewed up. The idea has been officially approved by the American Federation of Radio Artists' national board and more than a score of the top kilocyte stars have agreed to participate.

The set of the series is for the sponsor to pay \$2,500 a week to the AFRA treasury, and pay the talent of each program three-quarters its average fee, with a maximum of \$15,000. This, the sponsor would make no on the operation over the regular talent cost of the selected "best" program costs over \$15,000.

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# Coast's KOLZ Makes Debut on Dead Air Setting As Result of Union Squabble

## KOLZ, NEW 5-HOUR SHOW, WAS OFF AIR 12:30 HOUR SUNDAY FOR TWO-AND-A-HALF HOURS 30 MINUTES AFTER WALKED OFF THE JOB. PROGRAM, HALLING BIRTH OF THE NEW IDE, RESUMED AT 1:30 P.M. AT A LATER TIME, WHEN NON-UNION HELP WERE BROUGHT IN TO SWITCH SHOW, SAYS CHIEF 125V AND ATTS. STATION IS SLOTTED AT 1:50 PM ON THE DIAL.

Owner Arthur H. Croghan, through a spokesman, said he was holding contact negotiations as late as 11 p.m. Saturday, and was given no warning of shutdown. He has hired only union help, and has no intention of operating a non-union shop. He has 125V and ATTS of "trying to force a contract that would work to very great disadvantage to a brand new station, making it run at a loss."

Unionists had another story. They reported the station went on the air July 30 with a union part, non-union chainlink. The station union claim but studio help completely non-union. Talent partially non-union. No agreement was reached between Croghan, IEAW, his agent Roy Tindall, AFRA, IEAW and the union. The plan would be limiting chainlinks on NBC stations to one per hour.

The group that met in Chicago last week consisted for the most part of the NBC affiliate committee that organized some months ago to oppose NBC's proposed new rules for chain-link announcements. That committee made its report and disbanded three months ago. Following the meeting, Walter Dames, of WTMM, Milwaukee, who was among those present, said he had considered the network's idea on chainlink restrictions as "just a dead horse." The plan would be limiting chainlinks on NBC stations to one per hour.

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# RECORDED SPEAKERS TAKE THE AIR

## LS (Mighty) F(unny) Tune

This is the sequel to the "Case of the Man Who Knows," the last drum and the Lucky Strike commercial. It started about six weeks ago when Foote, Cone & Belding cued kicked up a considerable to-do about laying their hands on a 30-inch bass drum on behalf of its LS/MFT client.

For the better part of a day there were consecutive huddles with NBC programming and sales execs, a desperate but futile attempt to persuade the network to relinquish its NBC Symphony Orchestra band about which it could be down to the Coast, a store-by-store hunt throughout N. Y. city and in Chicago, and finally the locating of the instrument on the Coast—the one that's been heard for the past month and a half as accompaniment to the "Man Who Knows" commercial, and which finally disappeared from last Sunday's (10) commercial on the Jack Paar show.

FCBK says there won't be any more drum; that it was just an experiment that fizzled.

## FCC Repeats Warning Vs. Sale Of Station Time Blocks to Ad Agencies

Washington, Aug. 12. Another warning was issued yesterday (Mon.) by the FCC against station salesmen delegating responsibility for material broadcast over their facilities. The statement was not an issue of new power, but rather an emphasized reiteration of long-established Commission philosophy.

It was run through the station book listing by the FCC more than a year ago.

The Commission did not cite any stations or commercial firms in its warning, but announced merely that a "recently received letter from certain persons, selected the talent when used, and in some instances the time to advertise."

"The statement said that 'the latter in turn sold the time to participating agencies, arranged the programs for certain periods, selected the talent when used, and in some instances the time to advertise.'"

(Continued on page 34)

## Schwerin Pre-Test In New NBC Whirl

Bruce Schwerin's pre-testing, while-you-wait system of analyzing the quality of radio programs looks like a solid fixture at NBC. Network book renewed its contract with Schwerin, who began testing NBC shows a year ago. New pact runs until the end of 1948—with option rights for five years.

New angles, however, is that, while NBC until now has reserved Schwerin's Reactometer output itself and its own clients, the researcher under his new deal with the net is permitted to take on clients anywhere in radio, regardless of what station or stations they use.

About 10% of Schwerin's work testing during the past year has been done with clients other than NBC shows. Prospects are, it is said, that somewhere around 50% of his program analysis during the coming year will be for non-NBC clients. Expansion of Schwerin's testing operations to Chicago and the Coast also is contemplated. Tests in these cities as well as New York will be conducted in NBC studios.

Extent to which Schwerin's operations have mushroomed beyond the NBC fold already is shown in a list of clients for whom he has tested shows in the past year or currently shows.

(Continued on page 38)

## Garry Moore Into Baker's 'Take It Leave It' Spot

Successor to Phil Baker on Ever-sharp's "Take It or Leave It" with Garry Moore getting the nod, takes over on Aug. 31, with show moving to the 10-11 p.m. slot after a several-week N. Y. orientation. Moore's weekly tab is \$2,500.

Moore means Moore joins his ex-Rexall mate, Jimmy Durante, in the rollover from CBS to NBC. ("Take It or Leave It" had been in a limbo slotting.") CBS had been hopeful of at least salvaging Moore in the neck over the past few months.

## REGIONAL 75% DIP

Chicago, Aug. 12. The recording of spot announcements by regional advertisers has fallen off at least 75% since March of this year when the new AFPA rates began effective.

Agency and recording executives who seemed pretty much agreed on this estimate when canvassed last week, did point out, however, that the jacked-up rates have had scarcely any diminishing effect on the spot-cutting appropriations of major advertisers. Radio's loss of these small regional advertisers, who decamped when the rates when up 80% as compared to 1943 became, say the agency men, the smalltown newspaper's gain.

The exit of these small regional advertisers from the recorded announcement picture has cut deeply into the income of AFPA members as well as the recording studios and several small ad agencies. Most of the major national advertisers do their spot cutting in New York and the Coast, and what properly the joint Chicago factors have enjoyed their past seven years from recording work has been in the main from Midwest distributors, such as bakers, package grocers, dairies and breweries. Theirs was the use of a limited number of stations and so long as the recorded jingle and dramatized commercial had an economical angle these small regional victualers kept sticking along with radio from year to year.

The blow to this type of business haven't have been sharp, the recorders say, if the AFPA tit didn't come at practically the same time as the AFPA boost in rates 50% for transcriptions and about the time when easy advertising money was leveling off. Another factor was seemed to scare off the regional advertiser was the provision in the new AFPA contract which required an additional payment of \$4 per announcer or actor if the recorded plug was used again after six months. The practice had been to go on broadcasting the same jingle or enacted plug until they wore out their effectiveness.

W. L. Long, Hardest Hit, hit about the hardest by the retreat of the small Midwest distributors.

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## Labor Laws, Disk Setups Cue Bright Fireworks for AFRA's 8th Anni Meet

### GE Decides on Mon. Nite NBC Slot for Warning

General Electric has definitely decided on the Monday night 10:30-11 NBC slot for its fall Fred Waring show, having already placed an order with the web for the time.

Deal between GE and Waring has been straightened out and show goes off Oct. 6.

### Choice FM Grants Grabbed; FCC Oks Nat. Y., Det. Tickets

Washington, Aug. 12. FCC's cupboard of coveted FM assignments in the big markets is almost bare as result of Commission action last Thursday (7) which saw all Class A slots doled out in the New York metropolitan area and the last of the allocated Class B's handed out in several other towns.

Nine New York area winners include Union Broadcasting Co., Elizabeth, N. J.; Harold Bishop, Green Rock Township, N. J.; Newark Broadcasting Corp., Newark; Chantler Broadcasting Co., New Brunswick; C. H. Winans Co., Weehawken, N. J.; Coastal Broadcasting Co., Bay Shore, N. Y.; Radio New Rochelle, New Rochelle; Harry D. Fornari, Mineola, N. Y.; American Quartz Labs, Inc., Yonkers.

Last of the metropolitan-sized FM slots in the Detroit area went to the Lincoln Broadcasting Co., Detroit and to Suburban Broadcasters, Dearborn. Supply of Class B's in the Norfolk area was also exhausted with grants to the Commonwealth Broadcasting Co. and Western Maryland Broadcasting Corp., both in

(Continued on page 34)

Largely because of recent action by Congress, the eighth annual national convention of the American Federation of Radio Artists, opening tomorrow (Thurs.) at the Astor hotel, N. Y., will be the last yet heavily attended in the union's history. Well over 200 delegates from nearly all the organization's local chapters will be present. From indications, almost half the business of the sessions will be devoted to confab about the Taft-Hartley and Les Acts, both of which place severe restrictions on labor organizations.

Delegates from various parts of the country have been arriving in New York since over the weekend, with the bulk of the influx slated for late today (Wed.) and early tomorrow. The convention will officially open at 2 p.m. tomorrow with the registration of delegates and will get down to business at 8 p.m. with a meeting of the national board.

Morning, afternoon and evening sessions will continue through Friday and Saturday (15-16) and the convention is scheduled to close late Sunday afternoon.

The top social event during the conclave will be the buffet supper and dancing at the Waldorf-Astoria, followed by a huge party for all New York delegates on Friday and Saturday night in the Grand Ballroom of the Astor. A reception committee, representing the New

(Continued on page 36)

## Affiliates Would Copy 'CBS Views'

Having established itself as probably the most provocative actor in the CBS network since the Saturday afternoon "CBS Views the Press" program, inaugurated by Edward R. Murrow and Fred Goetz in New York, Murrow may soon have its counterpart on other key stations of the Columbia Broadcasting System.

Several other CBS stations are currently studying some of the platters of the WCBN "CBS Views the Press" show with a view toward adapting them to local needs.

That's what CBS local heads think. That's what CBS local heads hope for in the first place. It knew that it was going off the deep end by whipping up a show that would take away New York press over the coals. Subsequent mail and reaction have backed up the network's faith that it has sunk its teeth into an imaginative bit of programming. And it would appear now that some of the affiliate stations are willing to take the rap for similarly coaling the local gazettes.

Decisions will probably hinge on whether the station can get along with personalities who can give it the same skillful treatment as Hollenbeck. Besides, the show is probing and research, the program, incidentally, requires the fulltime services of three men, in addition to Hollenbeck.

## Dramat Series Planned From Leftover Plot On CBS' V-E Anni Program

CBS' long-heralded "We Went Back" V-E anti documentary show, which will go on the network tomorrow (Thurs.) night in the 10-11 p.m. slot, represents the herculean task of reducing 60 hours of recordings to 60 minutes. As such it's the most expensive and ambitious series attempted to date by the web's Documentary Unit.

CBS thus finds itself with a wealth of material that is handsomely sufficient to document at least half a dozen other dramatic shows. It will be turned over to the news department and plan now is to utilize the material for a series of stand-alone dramatizations of the plight of the people in Europe and in the Pacific

There will be 56 separate recorded spots on tomorrow's program.

### WJZ's 165G Crawford Deal

WJZ, N. Y. facet of ABC, hooked onto a choice chunk of billings last week with the signing of Crawford Cloties, via Al Paul Letton agency, to sponsor both the "Headline Evening" and Martin Agronsky cross-board stands for the next 12 weeks.

Time cost alone for the 10 quarter-hours weekly amounts to \$165,000 for the year.

### Hooper's 5 'Basics' As Summer Cure

New York. Editor, VARIETY: Summer radio is not being sold short by the Hoopering's failure to measure resort audiences. Let's look at the record. We publish statistics on this very point. There is even a Hoopering word for it. It's called "vacation" and it is defined as the percentage which is listening to the radio in the Available Homes (where someone is home, not "on vacation" and answers the phone). In mid-February, 1947, Evening Recruiting Efficiency stood at 41%. For July 30, 1937, the figure was 26%. While this abrupt

(Continued on page 38)

## Fall Lineup of Com'l Network Programming

The between-season jockeying among sponsors is practically ended. While there will undoubtedly be a few additional changes on tap, the following table shows the four-network commercial programming picture which took effect the curtain goes up on the 47-48 season.

Also listed are the return dates for shows currently on vacation, and for new programs, such as the brace of Coca-Cola stunts, Ford Theatre, the new Old Gold show, etc.

SUNDAY	CBS	NBC	ABC	MBS
2 P.M.	Sustaining	RCA Show	Sustaining	Sustaining
3:30	Sustaining	Harvest of Stars (Int. Harvester)	Sustaining	News (Co-op)
4:30	Sustaining	Here's to You (Hires)	Sustaining	Sustaining
5:30	Sustaining	Sheaffer Parade (Sheaffer)	Lassie (Morrell)	Ed McConnell (H. C. Cole) (10-5)
6:30	Sustaining	"One Man's Family" (Stand. Brands)	Sustaining	House of Mystery (Gen. Foods)
7:30	Sustaining	Quiz Kids (Miles)	Sustaining	True Detective (Williamson Candy)
8:30	Sustaining	Hour of Charm (Electric Co.) (7-7)	Sustaining	The Shadow (D. L. & W.)
9:30	Sustaining	Family Hour (Prudential)	Four Theatre (Ford)	Quick as a Flash (Hillbros) (8-31)
10:30	Sustaining	Joe Salsburg (Warner)	Crooner Spot (10-5)	Quick as a Flash (Hillbros) (8-31)
11:30	Sustaining	Ozzie & Harriet (Int. Silver) (8-31)	Pearson (Liz Hat) (Mon. Morn. Headlines)	Those Waters (Quaker Oats)
12:30	Sustaining	Ferry Hitch (Amer. Home) (8-31)	Ellyen Clegg (Clerk) (8-31)	Nick Carter Cudaby
1:30	Sustaining	Gene Autry (Wigley)	Jack Benny (Amer. Tob.) (8-25)	Sherlock Holmes (Trimont)

(Continued on page 30)

# We took an hour



"A classic story  
like 'Carmen'"

# in "Studio One"...

We began\* with material we could be sure of. A classic story like "Carmen." A new one like "To Mary With Love." A play like "Bill of Divorcement." In every case, *dramatic material*: tested, established, *certain in quality*.

We got for it a devoted attention to pace and punch; brilliant, fluent, radio production...*certain in quality*: Fletcher Markle, the producer; Agnes Moorehead, Everett Sloan, and dozens of other top performers, the actors.

And we took a full hour. Time to develop the full impact of the drama, the full measure of its action and people.

We called the program "Studio One"; a fresh concept of *dramatic quality* in radio...

## ...and captured the country!

"Studio One" *doubled its audience in 60 days!*

And did it, slotted against the top comedy program on the air, against the regular seasonal decline in "ratings."

Just as significant...here was something on which the *New York Herald Tribune*, *PM* and *Billboard* could all agree! They said here was great radio...as did everyone else! "...*ambitious and intelligent drama*." "Sloan's portrayal every bit as good as *Barrymore's...*" "Mighty bold...adult radio."

Adult and popular! 60 minutes of radio that holds a great audience enthralled. 60 minutes of focussed listener attention: a super hour for a sponsor who wants to go *deep* into the American mind; who wants to turn listeners into friends, and friends into customers...fast!

\*Only three months ago

### A CBS PACKAGED PROGRAM





# Waiving of AVCO Procedure by FCC In WKBW Case Renews Industry Drive for Outlawing of the Setup

Washington, Aug. 12.—NAB and industry lawyers are trying with the idea of launching another broadcast against the FCC's AVCO procedure which calls for a 60-day waiting period for open sitting on all stations up and for sale. Situations have taken on momentum in recent weeks with the announcement of the distress sale of WQQW, Blue Book indie here.

Radio men point out that in present situation when stations are losing money and anxious to sell quickly, AVCO rule can be a hardship on both buyer and seller. They would like to see the rule completely junked or at least not invoked where stations are losing money.

FCC last Thursday (?) in one of the first cases of its kind, waived its AVCO procedure in the proposed sale of station WKBW, Buffalo to the Churchill Tabernacle of Buffalo for approximately \$75,000. The Commission explained, however, that the rule was bypassed here because of unique circumstances and the case is not apt to be a precedent. Fact that the church was the previous owner of WKBW and that the two were involved in litigation over FCC interference with outstanding contracts was responsible for the FCC change of heart here.

Industry talk has it that the AVCO procedure—like the Blue Book—had a place in the junk war-time days when stations were in the dough with little or no new competition. Now, as they see it, both FCC innovations are headed for the rocks.

Case of WQQW is cited to show the changing trend in radio. Here, the station is losing several thousand dollars a month and rumors are flying to the effect that at least two other daytime indies in the Buffalo area also ready to talk sales. WQQW stockholders meet here Aug. 18 and presumably will choose the highest bidder.

**Delay Costs Money**  
At least another two and a half months will elapse before FCC under the AVCO procedure, actually okay the sale and a buyer can take over. In the meantime, more money is lost, sales contracts expire without opportunity for the purchaser to renegotiate terms and the buyer has the uncomfortable feeling that two months from now they may be buying what is now a different spot in the D. C. market.

On the other hand, FCC may say that the AVCO rules are not on the books to protect the stations but are to give anyone a chance to prove his qualifications as a buyer.

Only exceptions FCC has made in applying the AVCO rules to date have been in transfer of stations through estates and inheritance. It was believed, however, in view of the opposition of the Senate Interstate Commerce Committee to the present sales procedure and other conditions in radio, more waivers can be expected in the future. Sen. Wallace White's new radio bill has outlawed the AVCO procedure. This was one of the few provisions which had the support of the industry and NAB.

## Mutual Adds New Dolls

Mutual network expansion apparently isn't restricted to romancing additional affiliates.

Within the past month four sets of twins have dropped up among MBS personnel in New York—Les Nielsen in the news room; Herb Rice, production manager; George Westby, in the auditing dept., and Walter Van Bellen, in sales promotion, being the happy fathers.

In addition, a second set of twins was born recently to wife of Tony DesAncieta, in station relations.

## Cactus Network

Pecos, Tex., Aug. 12.—Three west Texas stations have combined to form a regional web to be known as the Cactus Network. Stations are KJUN, here; KVIM, Monahan, and KVLV, Alpine. All are Mutual and Southern Network affiliates.

Plans call for broadcast of special events at present, but future plans call for a daily program schedule.

## JACK LAWRENCE

Them what has gets!

Following his smash hit, "LINDA," the record boys are "grooving" the two new songs, "HAND IN HAND" (Morris Music) and "LATE MYSELF IN THE MORNING" (Chappell).

"Cy" Langford, Lang-Worth pressy, has signed Jack to a second series of transcriptions for its 450 station affiliates.

LANG-WORTH, Inc., New York.

# Canada Pressing For U.S. Exchange

Charles Delafeld, supervisor of exchange programs for Canadian Broadcasting Corp. was in N. Y. from Toronto last weekend, primarily to look into an exchange service between CBC and U.S. nets and indies. He was also checking on reception of CBC shows already being aired here, such as Concert of Nations on NBC, Latin American Serenade on Mutual and "It's a Legend," on indie WNCW, N. Y.

His hunt for a more adequate exchange of material between Canada and the U. S., Delafeld said, was stymied in part by the indefinite situation at the networks due to recent administrative changes at NBC and CBS, and he'll be back in the fall for further confab. American networks are interested in their own spot primarily, he added. But Canadian producers and talent are anxious to have a U. S. hearing, particularly in N. Y., and are pressing. Delafeld was hopeful, on his next trip, to line up some Canadian shows for N. Y. for the winter.

Richards, who was interested in new treatment of children's scripts, and he took back several such scripts from WNCW.

## NAB KNOWS ON WHICH SIDE PRESS BUTTERED

National Assn. of Broadcasters apparently intends to make as near as possible that the press gets off on the right foot at the Atlantic City convention next month. Press boys will be guests at an NAB cocktail party the Sunday afternoon preceding the opening day, Sept. 15. In addition to briefing on press accommodation the series are expected to get the opportunity to buttahole press Justin Miller and other NAB topers on confab prospects.

Some of the general details of accommodating the press distribution of releases, etc., were worked out last week at the shore by Robert Richards, NAB public relations chief, and his aides. Among those on hand, giving the convention hall a preliminary looksee, were Earl Mullen, ABC publicity director; Frank Zuzolo, assistant Mutual radio chief; Johnny Richards, NAB publicity boss, and Jim Cox, of Broadcast Music, Inc.

Pittsburgh—Ben Muros, WCBE program director and a member of the staff for last dozen years, has resigned to become manager of Station WKAP in Allentown, Pa. His successor here hasn't been named yet.

# Fall Lineup of Com'l Network Programming

(Continued from page 27)

	CBS	NBC	ABC	NBS
	Blondie (Colgate)	Band Wagon (Fitch) (9-28)	Sustaining (Reichhold) (11-12)	Brighter Tomorrow (Mut. Benefit)
8:30	Sam Spade (Wildroot)	Charlie McCarthy (Stand. Brands) (8-31)	Sunday Evening Hour (Reichhold) (11-12)	Jimmy Fidler (Carter)
8:55	Crime Doctor (Phillip Morris)	Fred Allen (Stand. Brands) (10-5)	Sunday Evening Hour (Reichhold) (11-12)	
9:00	News (Lodates)			
9:55	Corliss Archer (Campbell)	Merry-Go-Round (Sterling)	Winchell (Jergens) (8-31)	Sustaining
			Luella Parsons (Woodbury)	
9:30	Tony Martin (Texaco)	Album of Music (Sterling)	Theatre Guild of the Air	Jim Backus (Pharmaco) (8-31)
10:00	Reporter at Large (DeSoto) (9-28)	Take It or Leave It (Eversharp)	Theatre Guild of the Air (U. S. Steel) (8-7)	Sustaining
10:30	Sustaining	Big Break (Adam)	Jimmy Fidler (Carter)	Sustaining
MONDAY				
7:00 P.M.	Mystery of the Week (Campbell) (8-25)	Supper Club (Liggett-Myers)	Headline Edition (Co-op)	Fulton Lewis (Co-op)
	Jack Smith (P&G) (8-25)	News (Miles Lab.)	Elmer Davis (Co-op)	Sustaining
7:30	Bob Crosby (Campbell)	Manor House Party (McLaughlin)	Lone Ranger (Gen. Mills)	Henry Taylor (Gen. Motors)
	Edward Murrow (Campbell) (8-28)	Kallenborn (Pure Oil)		Inside of Sports (Bayuk)
8:00	Inner Sanctum (Emerson)	Cavalade of America (Du Pont) (9-16)	Lum'n Abner (Miles off Sept. 29)	Sustaining
			Sustaining	
8:30	Talent Scout (Lever)	Voice of Firestone (Firestone)	Sustaining	Charlie Chan (Pharmaco) (9-28)
8:55	News (Johns-Manville)			
9:00	Radio Theatre (Lever)	Telephone Hour (Bell)	Sustaining	Gabriel Heatter (Carter)
				Real Stories (Whitehall)
9:50	Radio Theatre (Lever)	Dr. I. Q. (Mars)	Sustaining	Sustaining
10:00	My Friend Irma (Lever) (8-9)	Contented Program (Carnation)	Drs. Talk It Over (Amer. Cyanamid)	Hunting and Fishing Club (Dibb)
			Sustaining	
10:30	Bob Hawk (Reynolds)	Fred Waring (Gen. Electric)	Sustaining	Sustaining
TUESDAY				
7:00 P.M.	Mystery of the Week (P&G)	Supper Club (Liggett & Myers)	Headline Edit. (Co-op)	Fulton Lewis (Co-op)
	Jack Smith (P&G)	News (Miles)	Elmer Davis (Co-op)	Sustaining
7:30	Bob Crosby (Campbell)	Manor House Party (McLaughlin)	Green Hornet (Gen. Mills)	Arthur Hale (Richfield)
	Ed. Murrow (Campbell)	Kallenborn (Pure Oil)		Inside of Sports (Bayuk)
8:00	Big Town (Sterling)	Milton Berle (Philip Morris)	Sustaining	Sustaining
			Sustaining	
8:30	Mr. & Mrs. North (Colgate)	Date With Judy (Lewis-Hwy)	Amer. Town Meeting (Co-op)	The Falcon (Amer. Safety Razor)
8:55	News (Johns-Manville)			
9:00	We, the People (Gulf)	Amos & Andy (Lever) (9-23)	Amer. Town Meeting (Co-op)	Gabriel Heatter (Serdan)
				Real Stories (Whitehall)
9:30	Sustaining	Fiber McGee (Johnson Wax) (9-16)	Sustaining	Sustaining
10:00	Sustaining	Bob Hope (Lever) (9-16)	Sustaining	Sustaining
10:30	Sustaining	Red Skelton (Brown & Williamson) (9-2)	Sustaining	Sustaining
WEDNESDAY				
7:00 P.M.	Mystery of the Week (P & G)	Supper Club (Liggett & Myers)	Headline Edit. (Co-op)	Fulton Lewis (Co-op)
	Jack Smith (P & G)	News (Miles)	Elmer Davis (Co-op)	Sustaining
7:30	Bob Crosby (Campbell)	Manor House Party (McLaughlin)	Lone Ranger (Gen. Mills)	Leland Stowe (Mach. Wrks. Union)
	Ed. Murrow (Campbell)	Kallenborn (Pure Oil)		Inside of Sports (Bayuk)
8:00	American Melody (Hour) (Sterling)	Dennis Day (Co-op) (8-27)	Sustaining	Sustaining
			Sustaining	
8:30	Dr. Christian (Chesbrough)	Gildersleeve (Kraft) (8-6)	Sustaining	Sustaining
8:55	News (Johns-Manville)			

(Continued on page 28)



## Move to Bar Tele From Y.'s Garden Stymied But Future Is Uncertain

Television industry, which has thrived on sports events for the last two years as its chief programming fare, may soon get bitten by its goose that laid the golden egg. Resentment by sports promoters at the alleged cut that tele is taking out of their gate receipts, which has been erupting sporadically during the last several months, came to a boil last week with a move by the New York Boxing Managers Guild to have tele thrown out of Madison Sq. Garden, N.Y.

Guild's move was temporarily nipped by the Iron-brotherhood in effect between promoter Mike Jacobs, 20th Century Sporting Club NBC and Gillette Safety Razor, which run until next May 3. Implications in the managers' charges, however, are believed far-dung and other broadcasters are already casting wary eyes at their contracts for video rights to boxing, football, basketball games and other events, fearful that the guild's move may give other clubs the wrong idea.

Guild is reported to have demanded from Jacobs, after a meeting last week, that all tele cameras be removed at once from the Garden. Managers cited the fact that tele cameras in fact have been removed at once from the Garden. Managers cited the fact that tele cameras in fact have been removed at once from the Garden. Managers cited the fact that tele cameras in fact have been removed at once from the Garden.

As far as 20th Century is concerned, according to Mike Jacobs, spokesman, it's still too early to determine exactly how tele affects gate receipts. Jacobs said that tele sets in circulation is still comparatively small, what action would be taken in the present contract expires in May. In line with this, it's reported that Chairman of the Garden, John Reid Kilpatrick told Variety two weeks ago that tele had not cut gate receipts at the Garden.

Moreover, that video would add at least one new fight which would come to the Garden. In person for each fan who stayed away to watch his tele set.

Meanwhile, the feud is caught in the middle of the squabble. Under its contract with Gillette, which includes the feature events on both Monday and Friday nights, it's committed to deliver so many fights a week. With no choice over either the managers or Jacobs, it could do nothing but stand around and hope.

## Philly Liquor Dealers File Protests Vs. Rule For Tele Amus. Permits

Philadelphia, Aug. 12. The Philadelphia Retail Liquor Dealers Assn., Wednesday (6) filed an exception to a ruling by the Dauphin county court decision that licensed dealers must obtain amusement permits to operate on television.

The court's ruling, issued by President Judge William M. Hargess, is believed a suit to be filed to restrain the Pennsylvania Liquor Control Board from enforcing an order requiring amusement permits for taverns and cafes showing televised sports events and other entertainment. Arguments of the exception will probably be the first step in the legal fight, according to court officials.

Phillips bill contended the court erred in ruling that television constitutes a moving picture exhibition within the term "moving picture exhibition" under the Liquor Control Act. Tavern operators denied the television falls within the "moving picture exhibition" category as the film showings are not captured on film.

## PHILLY'S WFIL-TV ON AIR IN RECORD TIME

Philadelphia, Aug. 12. WFIL-TV went on the air for the first time Wednesday (9) at the installation of its transmitter and antenna in a record time of 62 days, according to Kenneth W. Stowman, director of the Philadelphia Inquirer television station.

The test pattern was then transmitted intermittently on channel 3 for the remainder of the week, and yesterday (11) the test pattern was aired from 8 p.m. to 9 p.m., and will be aired daily at that time.

The first lot of equipment for the station was made last June 6, and installation of the transmitter on the 18th floor of the Widener building began immediately. The test pattern carries the station's call letters in the center, with lines radiating to the margin of the image. Background is a sketch of the Inquirer tower.

## Looks Like Mutual Gets World Series Television Plunk

Assignment of the first television rights to a world series by baseball commission. A. B. "Happy" Chandler.

Present indications are that Mutual begins the fight to win the rights to the series, will get the tele plunk. If Mutual gets the nod, according to proxy Edgar Kohler, it will farm out actual airing of the series games to other broadcasters.

Chandler called a meeting of broadcasters of all cities that might fight for the series.

(Continued on page 37)

## Par Dailies on Dumont Decish

Paramount has not yet reached a decision on what it will do about the proposed purchase of the Par dailies, despite the fact that the FCC-imposed deadline for action is next Monday (18).

FCC has denied the granting of any further station applications until the Par or DuMont until the two companies break the deadlock. Each other. Raiborn emphasized that the FCC is not going to either to sell out. In the Dailies, the FCC has denied the granting of any further station applications until the Par or DuMont until the two companies break the deadlock.

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## LANNY ROSS

Hollywood Bowl, August 2nd  
Largest audience of current season

Director: Jack Gibson  
Producer: Al Chazane  
30 Mins.; Mon. 8:00 p.m.  
UNION ELECTRIC CO. OF MO.  
K.S.D.-St. Louis  
(Gardner)

Aside from a natural timidity of the camera, the initial show has plenty on the ball and in addition is an acceptable cross between Sonny and Alan Ladd. The girls will like him on the screen. Candidates for the number one spot are the chosen from similar previous.

Presence of Harry Gibbs, who m.c'd, and Doty Bennett, a phonetic gag, were material. Both are vets in the local radio field. Miss Bennett, serving as a feature, is a quizer with prizes dished out by the sponsor.

TELEQUIZICALS  
With Harry Gibbs and Doty Bennett  
Director: Jack Gibson  
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30 Mins.; Mon. 8:00 p.m.  
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## Royal Prepping Worldwide Exchange Of Films, Ideas to Aid Radio, Goodwill

## BRISTOL-MYERS CANCELS ITS TWO TELE SHOTS

Bristol-Myers, following the advertising retrenchment it instituted several months ago with its bowout from the Alan Young radio show, will drop out of the two telecasts it shows it now sponsors on WNBT (NBC, N.Y.) on Sept. 1. Shows are "The Young and the Rubicam" from 8 to 9:30 on Sunday nights through Young & Rubicam and "Party Line," which follows on Sunday nights from 8:20 to 8:45 through Dornay, Clifford & Shenfield.

What will happen to the two shows after Bristol-Myers has not yet been determined. "Text and Jinx" is packaged by the William Morris agency, which is currently offering it for sale to other clients, several of whom are reported interested. Show has been in the air for about six months. "Party Line," packaged by John Reed Kink, tied off on WCBS-TV (CBS) about two years ago. It switched to NBC last spring following CBS's shutter on all studio shows.

Royal has been on this side for almost two months commencing between England and the United States. He is particularly impressed with the so-called educational or public service type of programming on this side of the Big Pond is considered the filler or chaser as in America. He has been studying these documentaries are being made so rapidly as to be a nuisance.

Royal sees this as the salvation of the program shortcomings. He is particularly as a means to bolster the program shortcomings. He is particularly as a means to bolster the program shortcomings.

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When John F. Royal, president in charge of television for NBC, returns to N. Y. by air from London, Aug. 14, he will have consumed a worldwide program for interchanging films and radio.

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# MBS Sets Sights As No. 1 Sun. Net On 'Non-NBC' Aud

Mutual is putting its programming eggs into the Sunday afternoon-evening time basket for the fall with the same sort of preoccupation which one of its rivals, ABC, currently is giving to Bingsday (also Wednesday evening) show bracketing. Prospects this week were that Mutual would tee off the 1947-48 season next month with at least six and a quarter hours of sponsored programming between 2 and 10 p.m. Sundays. Last spring the net had balked for five and a quarter of those same hours.

Reasoning of Mutual execs is that neither their net nor any other can compete with NBC's Benny-McCarthy-Allen combo, but there must be a fair number of listeners left over who prefer other fare, so why not go after them with as heavy a concentration as possible of varied listener bait, notably adventure and whodunit stuff, which is Mutual's meat?

Yet this week slotted one of its hotter acquisitions for its fall "Sherlock Holmes," in the Sunday 7 p.m. period opposite Jack Benny. Helms brothers renewed "Quick As A Flash" (picking up Will Elliott as emcee in place of Ken Roberts) and got back its 5:30 p.m. spot. Gabriel Heatter's Mutual Benson show has been pushed up from 10 to 10:30 segment. Jimmy Fidler's new Carter stint on Mutual is pegged at 8:30. "Juvenile Jury," on at 1:30 p.m. General Foods last spring, is moving down to 2:30. Phyllis Diller's "Jim Backus show" on the 9:30 slot.

Although Revette Coper is dropping "Exploiting the Unknown" and said to be mulling a filling at the daytime field, Mutual sales chiefs are reported confident of wrapping up sponsors for "Exploiting's" 9 p.m. period as well as for the 3 o'clock spot now occupied by "Reunion," a sustainer. Restyling of "Juvenile Jury"

# IBEW Local Admits It 'Lost Battle, But Not War' In 5-Month WCKY Strife

Cincinnati, Aug. 12. Local 1224, International Brotherhood of Electrical Workers, ceased picketing WCKY last week as its strike against the station reached the fifth month. "We have lost the battle, but not the war," said James Mattox, president of the AFL unit.

Five of the local's members who bolted the union and returned to their jobs will be charged with strike-breaking, Mattox announced, and the international will be asked to ban them from the brotherhood. He also declared that the international will be asked to place WCKY permanently on the unfair list.

Withdrawal of the picket line permitted announcers who belong to the American Federation of Radio Artists and walked out in sympathy with the IBEW strikers to return to their jobs, provided the station will rehire them. Two AFRA members rejoined WCKY during the late stage of the picketing and have been dropped from that local.

The breach between IBEW and WCKY developed from a no-strike clause which the station wanted and which the union has since adhered to with WKRC and its FM station WCTS.

# WCAX (Vc.)-AFRA Pact

Boston, Aug. 12. American Federation of Radio Artists has worked out an agreement with WCAX, Burlington, Vt., covering announcers and other performers. The pact is retroactive to July 1.

This is the first such deal the union has set in the state of Vermont. A Frank Reed represented AFRA.

brackets it back-to-back with another General Foods item, "House of Mystery," at 4. Other sponsored shows in the Sunday lineup for the fall are "True Detective Mysteries" (Offenberg) at 4:30; "Shadow" (G. Barr, Carey Salt, D. L. & W. Coad) at 5; "These Webster" (Quaker Oats) at 6; "Nick Carter" (Cush) at 6:30.

# Double Standard

Chicago, Aug. 12. Don Kelley, who doubled as publicity chief to director of special events at WBBM, CBS's Chicago key, apparently practices a double standard with regard to operations of the two choirs. As press boss Kelley has a potshot against leg and bosom art, while his juvenile delinquency series, "Report Unrehearsed," is regarded as about the toughest and most plain-speaking program on the network.

"Report" is kudoed in the current issue of Time mag, especially for its gloveless approach.

# KSTP TO HAVE NEW 500C BUILDING IN TWIN CITIES

Minneapolis, Aug. 12. Stanley Hubbard, owner and general manager of KSTP, announced plans for a new station house straddling Minneapolis-St. Paul boundary line on University avenue, principal artery thoroughfare.

Station building itself will exceed \$500,000 in cost, Hubbard said, and is expected to center a \$3,000,000 retail center. Property has 354-foot frontage, is 400 feet deep. Purchase price was not revealed, but was reported to be in six figures.

New building will house AM, FM and television broadcast facilities and construction will begin immediately. Building will be 42 by 136 feet, with 635-foot of television and FM antenna at rear of structure, becoming highest tower in the Twin Cities.

# Aussie Gets 16 Stations

Washington, Aug. 12. Sixteen new national broadcasting stations are being added in Australia, according to word just received here. The Australian Postal Department, which handles the broadcasting, has started a three-year expansion plan which will bring the Aussie transmitting setups to a total of 90.

The new stations will be distributed in all states of Australia, with regional transmitters being spotted where present reception is unsatisfactory.

# FCC Taking Time In Signing Order To Cut Itself Up Into 3 Divisions

Washington, Aug. 12. FCC is making no haste to sign the order which would divide its membership into three autonomous divisions (broadcast; non-broadcast radio and common carrier) beginning Oct. 1, with result that some FCC staffers are saying proposed three-division setup will never become a reality. (For the past 10 years all seven FCC members have passed on broadcast matters).

Although FCC Chairman Charles R. Denny, Jr., committed FCC to some type of bifurcation in testimony before the Senate Interstate Commerce Committee this June, it is no secret he has never favored the division plan. Same is true of FCC Commissioner Clifford J. Durr and to a lesser degree of GOP member Rosel Hyde. Real impetus for the move came from ex-FCC'er Ray C. Wakefield and incumbent Paul A. Walker, both of whom are experts in the telephone and telegraph field.

Active push of at least four FCC members to get on the "bimpe" and politically-strategic broadcast division may mean junking of the present division plan, according to reports here. As planned, the broadcast division would have only three members plus Chairman Denny who would sit on all three departments.

Capitol Hill Republicans are determined to seat newly named Robert F. Jones on the broadcast division, while FCC veterans E. K. Jett, Hyde and Durr are equally determined to have a hand in broadcast matters. Since Jones is new to radio, it might be hard to justify his bumping radio-wise Republican Rosel Hyde and it is believed any broadcast division should include a GOP'er, a Democrat (Durr) and an Independent (Jett). Since Denny is a Democrat, some GOP stalwarts argue that both Hyde and Jones should sit, and Durr should be dropped.

**Compromise Plan**  
Therefore, rumors are that a compromise plan calling for four regular

members of the FCC broadcast division may be upcoming. Idea is that this would resolve intramural conflicts and at the same time provide for a 3-to-2 vote rather than 2-to-2 splits which might arise when Denny votes with the three regular division members.

Also persuasive for this move is fact that broadcasting is considered the most important single FCC activity and therefore could justifiably require attention of four rather than three FCC members.

Other rumors are that FCC Chairman Charles R. Denny, Jr., will leave the Commission this fall and that decision whether the entire FCC bench will continue to set on all radio cases will fall on the shoulders of his successor.

Denny isn't talking about this fall but about everybody else at FCC is plenty worried about the possibility of his leaving.

# RWG TO AWARD 'MIKES' AT GUILD BALL IN FEB.

Annual awards of "Golden Mike" for "best" broadcasts and craftsmen, as planned by the Radio Writers Guild, will be made at a Guild ball at the Waldorf-Astoria hotel, N. Y., early next February. Awards will go to the writers of "best" shows in such categories as comedy, variety, documentary, drama and children's.

Special citations will be given performers, directors and sound effects men responsible for meritorious shows. The selections of all "bests" will be made by radio industry people. An award committee, with Howard Teichman, Kenneth Webb and Max Wyllie as co-chairmen, will administer the operation. Nominees will be made by representatives of the networks, ad agencies and radio guilds, and may be attended by a board of reps from the various fields of the industry. The winners will then be decided by a mail vote of the members of the RWG.

# NOW IT CAN BE TOLD.....HERE'S WHAT THEY SAY ABOUT

## RADIO

VARIETY says . . . "Olsen's line of gae is fast and funny, and as emcee he manages to infuse the show with a clamake spirit in which anything goes."

## RECORDS

THE BILLBOARD says . . . "Let's Play House," with Johnny Olsen and Bette Buckner going back vocally to their childhood days, make the dittying count." (Apollo No. 1013) Also, in Swedish Dialect, "The Smorgasbord Song" Victor No. 25-1055.

PRODUCING OWN SHOWS IN NEW YORK  
BEGINNING IN SEPTEMBER

FREE LANCE EMCEE NOW AVAILABLE FOR  
RADIO . . . TELEVISION

## TELEVISION

THE BILLBOARD says . . . "Zip and zany emcee, Johnny Olsen, was in rare shape and with his fast patter proved himself, as usual, a topnotch video entertainer."

## THEATRE

THE EVENING TRIBUNE, LAWRENCE, MASS. says . . . "The jam-packed Warner Theatre, which has echoed to the laughter provoked by the best comics in vaudeville, never had more engaging entertainer than Johnny Olsen, nor a more receptive audience."

JOHNNY OLSEN



# OLSEN'S RUMPUUS ROOM

\*NOW READY FOR SPONSORSHIP

3 CONTINUOUS YEARS ON "LADIES BE SEATED"  
BROUGHT HOOPER RATING FROM 1.8 TO 5.6  
HIGHEST AFTERNOON PARTICIPATION SHOW  
RATING

Management JOHN GIBBS  
9 Rockefeller Plaza, New York





## Gen. Allen Loses Out in El Paso Bid As FCC Favors Local Residence Plea

IMPERIAL LABORATORIES

## Radio Reviews

Continued from page 21

chorus of eager beaverettes wildly hid \$5 for 75 chocolate cake in their anxiety to get before the microphone. Encece Bob Dixon, carrying on the best he could under the circumstances, picks a "high-brow" come up and try to answer a question: if the quizsees guess right (sample: "How many ounces is a quart?"), he gets the line free; if he misses, he pays what he bid. That's all there is to it, and it's about the usual what-your-name, where-do-you-live routine.

Perhaps the kindest thing that could be said for the show is that with some listeners a gumbler's game of sensing a superior intellect. (On the screen airing, a housewife, asked whose picture appears on a \$3 bill and cued with "He came from Illinois," he was born in a log cabin.) "I have been in the news lately," said Dixon, "Was he the one who cut down the cherry tree?" Doan.

### PUBLIC AFFAIRS

With Hal Gieber, guest speakers  
Director: Jack Herman  
Producer: Dwight Herrick  
15 Min., Sat. 12:15 p.m.  
Sustaining  
WNBC-NBC, N.Y.

Idea behind this new series, which premiered last weekend (9), is to give top-level spokesmen of national organizations a platform from which to express their views on the respective interests in civil, national and religious affairs. Format, it's said, will be varied, but will include desires of each group as to the way it wants to present its message. Producer Herrick is manager, NBC's Public Service Dept.

Initiator was conventional enough, presenting (from Hollywood, in this case), Fred W. Smith, new prxy of Lions International. In a stiffly formal interview with Gieber, Smith

enunciated the high-sounding objective of the high-minded and grandiose of his organization in a Trumanesque fashion that made listening about as interesting as the sequence's title, "The Service Organization's Action on Contemporary Society."

It isn't that everything on the air has to be jizzed up, or that the time and activities of groups like Smith's aren't worthy of network, and listener attention. But Saturday noon is a hard time to attract and hold adult attention. Keep presenting the same stanza doesn't stand much of a chance unless it can be injected with a little more human, everyday, do-at-home appeal. Doan.

**AVIATION FORUM OF THE AIR**  
With Bert Knapp, guests; Ernie Stone, announcer  
Writer: Alan Williams  
Producer: Gregory Centola  
15 Min.; Thurs. 7:15 p.m.  
N.Y.C.  
WNBC, N.Y.

Debuted last month under sponsorship of Contact, the "official aviation national newspaper," this 15-minute weekly aiter has particular appeal for the growing army of civilian private flyers. The weekly is given enough general appeal to draw average listeners, and is increasingly aimed at a specific audience. Sequences caught (7) squeezed in a brief, and little bit of an interview with General Charles B. DeWitt, concerned with the effects of the arm's services merger on the air force; some fairly interesting bits on the "unfair station" of one of them planning to circle the globe in Piper Cub planes, and briefed with members of the "Call Me Mister" legit cast who've formed a Broadway Flying Club.

Bert Knapp does a capable stint as the "moderator" (there wasn't any call for "moderating" on this session, at least) and Contact confines itself to a very brief commercial at the stanza's close. Doan.

### HUBBUB CLUB

With Jack Gregson, Eloise Roman  
30 Min.; Mon-Thru-Fri. 8 p.m.  
Producer: Fred Hegelund  
Sustaining  
WJFO, San Francisco

Playing to audiences of approximately 60 daily at "Coffee Dons," Frisco smackerie, this is an audience participation show with prize in imitations galore, which profits from the dead handling of gabber Jack Gregson, who keeps the show moving fast with his breezy enunciation and patter.

Typical routine is leadoff with celebrity-guest interview, followed

## Harry James

Continued from page 25

but the talk is said to have reached the point of exploring the possibilities of peddling the bandleader's stint, which would be platted like Dorsey's to other indie outlets under WMCA's batwink.

With Dorsey's debut almost a month away, station already has linked as sponsors TWA airlines, Oldemark, Crawford-Clothes, Warner Bros., Camel cigarettes, Maryland Pharmaceutical, Pilsa Beer, Venable Corp. and the Park Central hotel. T. D. is set to fly east from the Coast for a p.a. and studio blowout on the teccid date.

## UNFAIR STATION

Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

**WEED RADIO AND COMPANY REPRESENTATIVES**

NEW YORK-BOSTON-CHICAGO-DETROIT-SAN FRANCISCO-ATLANTA-HOLLYWOOD

by a guess-what-recipe rag with entire audience participating in a start of husband killing three gals, one wife and one guy, which is which; "Happy Birthday" salutation in the traditional manner with cake as gift, balloon blowing-out contest, and similar applause stimulants, with a contest to all participants, Gregson is smooth in handling of spontaneous stuff and is ably assisted by announcer Eddy Karp in gift giveaways.

Another pitch for Damon Runyon Fund with auctioning of gifts to highest bidder and prizes to winners. Prizes include jewelry, handbags, orchids, kitchen appliances, and a car. Auctioneers by local merchants. Music by Eloise Roman and her orchestra.

Definitely a bright spot among local radio offerings. Ted.

## Follow-up Comment

Continued from page 21

a trifle by expressing approval of his own stuff. The joviality is traditional for such get-up-and-go operations, and presumably eases the strain while the master of the house—Karp—has his pique and laments to the Mennen shave cream booth. Still that Karp presentable, but the jangle is not exactly a nerve surfer.

Bryce Dugan, Jr., who has written for such similar sizers as "Gang-busters" and "Dick Tracy" is now lending his pro touch as scripter to Mutual's "Did Justice Triumph?" Result, a criticism, swiftly paced retelling of the murder cases that comprise the station. A little too strenuous effort is made, however, to soup up the excitement, cast about point of view, and (11) dramatization of police solution of a run-of-the-mill murder; man members of the "Call Me Mister" legit cast who've formed a Broadway Flying Club. Of the case (quoted from prosecutor's records, he said as "one of the most serious cases of human stupidity on record" sounds pretty ridiculous in a day when we so vividly remember mass extermination camps. Main weakness of program—in fact, is that its police cases (culled from N. Y. Daily News files) are too clearly the stuff of their sordidness. Accented on police jargonness in bringing the criminal to justice is commendable, but calls for a lot of high-freeling acting out of routine clev. tracing.

Also, why the question, "Did Justice Triumph?" In this case, is there any doubt?

## Indignant Mamas

Continued from page 1

match is picked up by the telecast, the mothers say that their offspring have become pretty adept at lip-synching and can, without encouragement, repeat the epithets with which the grunter puts one another. The station finds itself in quite a dilemma over the maternal backlash. If it undertook to present wrestling matches as anything but a sideshow exhibition, even so much as intimating that performances are pretty much routine, with very little ad libbing allowed, the promoters would raise a howl. The station has no choice but to present the exhibits as sports, and not as entertainment, as it would prefer. Also, persistence is the fact that the grunting business is trying to gain recognition from the Illinois Athletic Commission.

Next to baseball, wrestling has become the most popular late taste among Chicago spectators. Tale is credited with lifting the grunting to relatively bedtime hour. They come to see what they term their favorite "actors." And that's what the grunter gets from the service more than ever. They hog the lens of the tele camera, address most of their gestures in that direction and before plotting themselves into a sustained pose, they make sure that the spot on the canvas is within good range of the lens.

Despite the promoters, WBBK has been getting over gradually its ill-effects of the entertainment idea. Russ Davis, of the station's staff, garnered himself quite a reputation among tale addicts for his kidding commentary on the boys' moves. The grunter took him up before their bouts to feed him with cracks—which they think funny—that he can make about them and also ad-libs on their professional eccentricities.

Anasas Clay—Don Mentzer has been appointed special sales rep for Stations KCCN, WIBW and WIBW-FM of the Arthur Capper string. The lady, m.m. for Capper, m.m. for Capper, announced the appointment, and said Mentzer will head-quarter in the K. C. offices.

## AFRA Convention Highlights

TOMORROW (THURS.)

2-30 p.m.—Registration of delegates.  
6-30 p.m.—National Board Meeting.  
8-30 p.m.—General Session; preliminary speeches, committee reports, etc.

FRIDAY (15)

10 a.m.-12:30 p.m.—General Session: executives' and officers' reports, discussion of locals.  
2-30 p.m.—General Session: discussion of union policy regarding organization, State anti-union-shop laws, Tatt-Hartley law, employer "unfair station" clause, voluntary check-off, arbitration of AFRA-shop clause, etc.  
7-12 p.m.—Buffet Supper, Dance and Convention Party.

SATURDAY (16)

10 a.m.-12:30 p.m.—General Session: discussion of Tatt-Hartley law.  
2-30 p.m.—General Session: report of nonpartisan recording committee, discussion of Labor Act, discussion of interview programs (disk jockeys).  
8-30 p.m.—General Session: reports of television and resolution committees.

SUNDAY (17)

10 a.m.-12:30 p.m.—General Session: matters affecting locals as presented by resolutions committee, final report of resolutions committee.  
2-30 p.m.—General Session: election of national officers, selection of city for next year's convention, incident reports.

## Fireworks for AFRA

Continued from page 27

York local and headed by Virginia Payne, national first vice-president and former president of the Chicago chapter, in charge of the social phase of the convention.

### 'Unfair Station' Clause

Although the Tatt-Hartley and Lea Acts, which are regarded by AFRA members as being in the nature of a trap and attorney, as jeopardizing many of the union's hard-won gains, the delegates are for lengthening and strategy-making, the liveliest fireworks will likely spark from consideration of issues as disk jockey interviews, possible action regarding recordings and the "unfair station" clause, with there sharply divided opinion in the membership.

Organization's officers, executives and all but a few of the extremist national and local board members hope that the subject of left- or right-wing political affiliation, which has aroused sporadic but bitter discussion in the union, will not be raised.

One segment of the membership, as well as certain of the top national executive, consider disk jockey shows a limiting factor on the use of live entertainment and thus an employment of performers. There is a question whether any union restriction on such programs would be legal under existing statutes, particularly the Tatt-Hartley and Lea Act.

But there may be an attempt to limit gratis guest interviews by name artists, which would set off a counter argument in weather like this. Some of the delegates will probably push through a resolution to have a strategically-placed AFRAite ready to oppose the move, and a refusal of the disk jockey to stand by to attack any such proposal strenuously.

Although the "unfair station" clause may not be an active issue at the moment, it has been a pivotal point in AFRA's recent past. Rule could be invoked without legal recourse under the Tatt-Hartley Law, but it was the core of the dead-end in the AFRA-network negotiations of the last year, and it has been the nub of some criticism from the time by local chapters against the network.

Under the "unfair station" clause, AFRA could force a network to refuse to carry a program from any affiliate station which a local chapter had declared "unfair" because of refusal to bargain or submit to arbitration. The overwhelming sentiment among the local chapters in favor of such a clause was reported to have been the determining factor in AFRA's stubborn insistence on it during the last network negotiations.

### Strike-Break Threat

Without such a rule, the local memberships feel it is generally futile to strike against a local network affiliate, since the station can go to work as scheduled with programs from the network's nonpartisan centers. Thus, in effect, AFRA members in New York and Hollywood become a strike-breaker threat against their fellow AFRAites in the local cities.

As regards the Tatt-Hartley and Lea Acts, which are regarded by AFRA members as being in the nature of a trap and careful discussion of disagreement. With the exception of the majority of die-hard political conservatives who view all activity with some distaste and have never gotten over a feeling of dis-

comfort at belonging to a union, the AFRA membership is soley opposed to the legislation. Hence, there will be comprehensive and detailed combat of the two statutes, ranging from technical explanation by attorneys and executives to general strategy and policy planning by the national board and delegates.

San Antonio—Arthur L. Forrest, member of the Advertising and Promotion department of the NBC network, has been chosen to replace Perry manager of WOAI, replacing Fred Perry.

**TRANSCRIBED AND AVAILABLE for a**

**224 Hoover!**

That's a whole of a rating. But that's what the Texas Rangers get at WGBI, Scranton, Pa. They get it with their famous transcription service—which features the western and folk songs that never grow old. And they get the talk Hoover at 6:30 p.m., too, when there is a 37 cent sets in use figure. Yes, Scranton listens to it and likes the Texas Rangers. It's no wonder WGBI renews year after year. Buy the Texas Rangers transcriptions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

**The Texas Rangers**  
AN ARTHUR B. CHURCH PRODUCTION  
Pickwick Hotel • Kansas City 4, Mo.

**AVAILABLE—VERSATILE RADIO DIRECTOR**  
EXPERIENCED YOUNG WOMAN  
Inexpensive—Adaptable  
Box 770, Variety, New York 19, N.Y.

# Mystery Seen In Landon Turnback

Washington, Aug. 12. For reasons not clear to FCC, former GOP presidential candidate Air Landon last week turned back a grant for a new local water in Englewood, Colo., less than two weeks after he got it. (In the same breath FCC handed Landon a second grant for a daytime station in Leavenworth, Kan.)

Landon said he wanted the right to refile a bid on another frequency in Denver, but radio engineers say there just aren't any more slots available there.

Part of the reason may have been protests from the Frontier Broadcasting Co., licensee of KFBC, Cheyenne, which claimed Landon's use of the 1230 kc slot in Englewood would interfere with its own service on the 1240kc assignment. FCC said it had received other protests that Landon's proposed indie in Englewood was "not needed."

On the other hand, more mystery is stirred up by the fact that even before Landon yanked his bid, a third party, the Englewood Radio & Recording Co., slipped an application in for the 1230kc slot there. Under FCC rules this outfit could not have possibly won a grant so long as Landon held his. FCCers are wondering just where and how politics is rearing its head. Landon is still holding on to a third bid for a new station in Liberal, Kan.

Meanwhile, last week's actions showed trend toward less enthusiasm for standard broadcasting on part of permit holders. Although it frequently happens in FM, few AM permittees have handed back their permits to date. In addition to Landon, the Magic City Broadcasting Co. of Birmingham, holding the call of WMBY, turned in its franchise without explanation. Station was authorized over six months ago.

**Topsaks**—A rash of car thievery has broken out here, apparently against staff members of Station WJW. Within the past few months cars have been stolen from Doc Embree, Merle House, Gene Shipley and Charles King, all staff members.

## Looks Like

Continued from page 32

but has postponed it until next week. Contract is expected to be signed at that meeting. Reports that Chandler was still undecided about granting permission to have the series televised were scotched this week by Walter W. Mulbury, secretary-treasurer of Baseball, the big league's official organization, who declared that Chandler has given the go-ahead signal and that negotiations for bidding by broadcasters have already begun.

Evidence that whichever broadcaster gets rights to the series will not have to look far for a sponsor were furnished this week by the number of advertisers clamoring at the doors of DuMont. Since DuMont has carried all home games of the N. Y. Yankees, who now loom as a sure bet to cop the American League flag, advertisers were under the mistaken impression that the web would also carry the series. As a result, they've already started to throw out bids for sponsorship.

As with Mutual, however, Gillette has first refusal since it's already signed to bankroll radio broadcasts of the series. Ford has already topped the highest price that Gillette is believed willing to pay. One advertiser went so far as to offer to sponsor all remaining home games of the Yankees over the DuMont web if it could be assured of the series. Final decision will have to await the outcome of next week's meeting with Chandler.

DuMont, meanwhile, has already begun negotiating with Mutual for the series. Web spokesman declared it would be willing to air the games if it gets paid only facilities expenses, figuring the prestige would be well worth any loss of revenue that might accrue from the fact that it didn't do the games directly. What kind of station-bred plugs each web will get, of course, must also be decided in the future.

Kobak, meanwhile, declared that Mutual would necessarily have to await Chandler's decision before deciding whether to sign with one or all three N. Y. broadcasters for the series. If the Brooklyn Dodgers, now leading the National League, come in under the wire, then all seven

## WNEW (N.Y.) Prepares 'Primer for Parents' In Kid Disk Expansion

N. Y. indie WNEW is preparing several unusual programs for the fall, with the recent influx of children's records into the disk market the jumping-off point for a couple of the shows. One such kids disk show will be titled "Primer for Parents," on which a panel of educators and parents will listen to the record and comment on whether they'd like them for their kids, and why. Half-hour program will start Thursday, Sept. 18 at 8 p.m. Show will also discuss children's books, and parents' reaction to same for their kids.

Another kids disk show, titled "Children's Theatre," will go on daytime for kids themselves to listen to. Half-hour program is slated for Sundays at 5, starting Sept. 14, and will play many of the disks heard on the evening "Primer for Parents" show. WNEW had tied up a promotion campaign with the Century Bookstore on this program, wherein their filmhouses will run a minute trailer on the show, while some of the disks will be played in jukeboxes in lobbies.

Program director Ted Cott will also launch in September a "Single once-weekly air called 'Single News Update.' Program will be a minimal roundup of the week's news, told in rhyme and song. With Jeff Seiden, Bob Stewart and Eric Arthur doing the lyrics and Roy Ross the music. A Palestine news story will be reprinted as a "Ballad For Palestine" and a political story as the current airplane investigation as "The Brewster Blues," etc.

Also on WNEW's September schedule is an "Inquiring Recorder" program, a variation of the man-on-the-street interview, with people queried on some general news topic, ending up with a request for their favorite tune. The tune will then be played in the studio.

games will be played in N. Y. Brooklyn has slipped considerably during the last 10 days, however, with the St. Louis Cardinals looking as strong contenders for the NL championship.

## CIRCLING THE KILOCYCLES

Cleveland—Seas Roebuck, through Lang Fisher and Shashower has contracted for a 15-minute Thursday 7:30 p.m. WGAR spot for Paul Brown, coach of the Cleveland Indians. Brown will discuss any phase of football he desires. Following broadcast, station is giving Pat Patterson a 10-minute period on outdoor fall sports.

Salt Lake City—At a meeting of farm broadcasters, agriculturists and government representatives held here last Wednesday (6) plans were set up for action to improve the quality of farm programs. Stan Faruswardy, farm editor for the Tribune and KALL, was elected chairman of the Radio Extension Service Program committee.

Memphis—Harry LeBrun, WMPB station manager the past six months, has resigned to become general manager of WCCC, new 500-watt indie station now under construction at Hartford, Conn. He was formerly with WNOX in Knoxville and Mutual in New York.

Fort Wayne—Announcers at WOWO, Fort Wayne, have voted unanimously at a National Labor Relations Board election to become members of the American Federation of Radio Artists, AFL. Sam Giftord is serving as temporary president of the union.

Indianapolis—Radio Equipment Co., Indianapolis, distributor in Indiana for Philco radio, has signed a contract with WIBC for the broadcasting of 10 top Midwestern football games this fall. Gene Kelly, WIBC staffer, will handle the play-by-play on all games, with William F. Fox, Jr., sports editor of the Indianapolis News, exercising general supervision.

Chicago—Phillip Gels, who served as radio director of the Chicago Office of Civilian Defense during the war, has been appointed radio director of the National Society for Medical Research, Chicago. Gels formerly was with CBS and BBD&O, and scripted for "Cavalcade," "Mo-

bilization for Peace," "Joe Palooka," and other programs.

Detroit—Warren Kelly, staff announcer, was selected to take over the disk jockey job at WJR (CBS) vacated by the resignation of Ross Mulholland. There was spirited competition for the post, sought by many of the leading jockeys of the city and some from both coasts. Kelly will be in the 7:15-8:45 and 8:15-8:45 spots each morning.

Oklahoma City—Dr. Waldo Stephens, former member of the faculty of Columbia University as a professor of International Relations, and an active member of the Commission to Study the Organization of Peace and Foreign Policy Association, now broadcasts a weekly commentary on world affairs over WKY, Oklahoma City.

Raleigh—WTBS of Lumberton will join the Southern Broadcasting regional network within the next six months, increasing its population coverage to approximately a million. Station Manager Jim MacNeill announced this week, Lumberton station, which celebrated its first birthday on June 4, is one of seven stations to go on the regional network.

## Mutual Cops

Continued from page 26

favorited Series before 24,422 fans. The two broadcasters left Saratoga immediately after the Whitney, and are scheduled to be in Chicago next Saturday (16) under the NBC plan of rotating them for the top race events. However, there was no indication whether or not the NBC high command would alter its plans for broadcasting the final day's races at Saratoga, Aug. 30.

Mutual's nag-by-nag account of the Whitney event was spied by Bryan Field, who comes here every weekend to handle the assignment, nearly always without an assistant. On weekdays he is general manager of the Delaware Track.

## TOM KENNEDY

presents

# GEORGE M. COHAN, JR.

"The Son of 'Yankee Doodle Dandy'"

In the estate of George M. Cohan, Sr., there are over 50 plays, adaptable for Radio or Television, with well-known writers to adapt these plays for the

## "GEORGE M. COHAN, Jr. RADIO THEATRE"

CURRENTLY

## LOEW'S STATE, New York

To Ed Fay (our official starter), Sidney Piermont, Bob Hope, Connie Mack, Abbott and Costello, Fred Allen and to the many others for their good wishes.

"My Mother thanks you—My Father thanks you—My Sister thanks you and I thank you."

Address All Communications to:

Tom Kennedy  
366 Madison Ave.  
New York, N. Y.  
Vanderbilt 6-3417

Attorneys for Mr. Cohan, Jr.  
O'Brien, Driscoll, Raftery  
and Lawler

At the Piano:  
JOHNNY McLAUGHLIN  
(Formerly pianist for  
George M. Cohan, Sr.)

## WCCO's Tolerance Airing Brings Kudos to Minn. From Far Off as London

Minneapolis, Aug. 12

WCCO is finding its courageous "Neither Free Nor Equal" program series the most provocative feature it has ever attempted. Series of six programs sharply outlining racial and religious discrimination in its territory, with quotes and dramatized actual incidents, has concluded with a final talk by Mayor Hubert H. Humphrey, who has been active in fighting discrimination.

Carl Ward, WCCO promotion head, revealed 19 other stations have ordered for complete scripts, including WNYC, New York. Seymour Siegel, WNYC program director, indicated the station wanted to do the same series in the fall. Avalanche of requests from social and other agencies has exhausted supply of scripts of earlier programs, of which 150 copies were printed, and reprints are being made for last program. 275 copies were made, and these are near exhaustion.

Ward said some unfavorable comment was received, most of it anonymous, and most holding the issue had at this time better be left untouched. General comment, however, was overwhelmingly favorable. Series brought business from as far away as London.

## Recorded Spots

Continued from page 27

has been the W. E. Long agency. This advertising organization specialized in servicing the bread industry. The severe rub came, the agency found, when the costs of the recorded announcements ran far beyond station time costs, and its small clients complained that the idea of paying \$50 for a recording on a station that charged, but \$30 for time per week didn't make sense. Before the upping of AFRA rates Long was charging his baker clients about \$104.41 for 15 spot transcriptions, while the new charges for the new work comes to \$109.41. In 1945, the AFRA rate spot was \$220. The new rate is \$33.96.

The situation has affected the local AFRA membership in two ways. Because of the titled rates agencies now more loath than ever to give a break to performers who are not well established. With the reduction in recording business the top local affiliates are freely available for the new money they might as well employ the best. AFRA members are, naturally, disinclined to comment on the subject, but one of them revealed that last year the earnings from recorded spots as a sideline to network broadcasting, was around \$5,000 with roughly \$3,000 of this coming from the Long agency alone. Another got close to \$1,000 from Long's transcribed spots. Some of the local announcers who last year were on freelance and depending for security to a major extent on steady transcription money have been back on the staffs of various Chicago stations.

## Schwerin

Continued from page 27

is testing programs. They are Johnsons (Weedham, Lund & Brown); Miles Labs (Wade); Toni Co. and Frigidaire (Foote, Coe & Belding); Ford Motors (Henson & Eckhardt); Bristol-Myers (Doherty, Clifford & Shenfeld); Station WGN, radio flagship to N. Y.; Colanese Corp. (Ellington), and the Badger, Browning & Hersey agency.

New contract calls for two of Schwerin studio-audience reaction sessions each week to be devoted to testing of NBC-produced spots, including auditions and packaged programs. Schwerin also will continue making special studies for the net on such subjects as broadcast standards, acceptability of commercials and blended programming.

Latest tally of the reaction measures operations shows he's clocked the like-don't-like-indifferent responses of close to 35,000 group-of-listeners in 130 sessions at NBC's N. Y. studios during the past year. More than 200 editors of various shows have been tested.

Lawrence, Kan.—Fred Conger has been made head of the program department at WREN which has studios in Lawrence and Topeka. Conger succeeds Ardren Booth.

## Fall Lineup of Com'l Network Programming

(Continued from page 30)

	NBC	ABC	CBS	MBS
9:00	New Old Gold Show (Lorillard) (10-22)	Duffy's Tavern (Bristol-Myers) (10-8)	Sustaining	Gabriel Heatter (Carter)
				Real Stories (Whitehall)
9:30	Meredith Willson (Ford)	Mr. District Attorney (Bristol-Myers)	Mayor of the Town (Noxema) (10-3)	Sustaining
10:00	The Whistler (Household Finance)	Big Story (Amer. Tobacco)	Bing Crosby (Philco) (10-2)	Sustaining
10:30	Sustaining	Durante (United Drug) (10-1)	Henry Morgan (Eversharp) (9-3)	Sustaining
THURSDAY				
7:00 P.M.	Mystery of the Week (P & G)	Supper Club (Liggett-Myers)	Headline Edit. (Co-op)	Fulton Lewis (Co-op)
	Jack Smith (P & G)	News (Miles)	Elmer Davis (Co-op)	Sustaining
7:30	Bob Crosby (Campbell)	Sustaining	Sustaining	Arthur Hale (Richfield)
	Ed. Murrow (Campbell)			Inside of Sports (Bayuk)
8:00	Suspense (Schenley)	Aldrich Family (Gen. Foods) (10-2)	Sustaining	Sustaining
			Chr. Science Mon. (Christian Science)	
8:30	Mr. Keene (Amer. Home) (8-22)	Burns & Allen (Gen. Foods) (9-11)	Sustaining	Sustaining
8:55	News (Johns-Manville)			
9:00	Dick Haynes (Auto-Life) (9-4)	Joison-Music Hall (Kraft)	Willie Pizer (Elec.) (9-4)	Gabriel Heatter (Serutan)
9:30	Crime Photog. (Anchor-Hocking)	Jack Carson (Nat'l. Dairies) (10-2)	Sustaining	Sustaining
10:00	Reader's Digest (Hill Bros.)	Screen Guild (Reynolds) (9-11)	Sustaining	Sustaining
10:30	Man Called "X" (Gen. Motor)	Eddie Cantor (Palmet) (9-23)	Sustaining	Sustaining
FRIDAY				
7:00 P.M.	Mystery of the Week (P & G)	Supper Club (Liggett-Myers)	Headline Edition (Co-op)	Fulton Lewis (Co-op)
	Jack Smith (P & G)	News (Miles)	Elmer Davis (Co-op)	Sustaining
7:30	Bob Crosby (Campbell)	Manor House Party (McLaughlin)	Lone Ranger (Gen. Mills)	Henry Taylor (Gen. Motors)
	Ed. Murrow (Campbell)	Kaltenborn (Pure Oil)		Inside of Sports (Bayuk)
8:00	Fanny Brice (Gen. Foods) (9-5)	Highways in Melody (Cities Service)	Pat Man (Norwich)	Burl Ives (Philco)
8:30	Thin Man (Gen. Foods)	Can You Top This (Colgate) (10-3)	This Is Your FBI (Equitable)	Sustaining
8:55	News (Johns-Manville)			
9:00	New Show (Borden)	People Are Punks (Brown-Williamson) (9-19)	Break the Bank (Bristol-Myers)	Gabriel Heatter (Noxema)
9:30	FBI (P & G) (8-23)	Waltz Time (Sterling)	The Sheriff (Pacific Borax) (9-13)	Real Stories (Whitehall)
			Roll Call (Champ. Spark Plug)	Sustaining
10:00	It Pays to Be Ignorant (Philip Morris)	Mystery Theatre (Sterling)	Boxing Bout (Gillette)	Meet the Press (Co-op)
10:30	Morton Downey (Coca-Cola) (10-3)	Bill Stern (Colgate)	Boxing Bout (Gillette)	Sustaining
		Sustaining		
SATURDAY				
7:00 P.M.	Howk Larsbee (Co-op)	Sustaining	Harry Wismer (Co-op)	Sustaining
			Sustaining	
7:30	Sustaining	Certain Time (Mars)	Sustaining	Sustaining
8:00	First Nighter (Campana) (10-4)	Life of Riley (P & G) (10-4)	Sustaining	Twenty Questions (Ransom)
8:30	Sustaining	Truth or Consequences (P & G) (9-6)	Jury Trials (Gen. Mills)	Sustaining
8:55	News (Laudens)			
9:00	Sustaining	Hit Parade (Amer. Tobacco) (10-4)	Gang Busters (Waterman) (9-13)	Sustaining
9:30	Vaughn Monroe (Reynolds)	John Canova (Colgate) (10-4)	Murder and Mr. Malone (Gulld Wine)	Sustaining
10:00	Sal. Nite Serenade (Pat Milk)	Prof. Quiz (Colgate) (10-4)	Kid Kaper (Amoco)	Sustaining
10:30	Sustaining	Grand Old Opry (Reynolds)	Sustaining	Sustaining

## British Radio Editor Edits Lively Volume On All Mass Media

"An orator at the microphone is as ridiculous as an opera singer on the screen." This amusing observation comes from Frederick Laws, radio editor of the London News Chronicle, who has just put together an interesting critical study, from the British point of view, of modern devices of communication, radio, motion picture, television, books, newspapers and the like. His book bears the appropriate title "Made For Millions" and has been published by the magazine Cont, which is the British answer to Fortune.

Commenting on newspaper reviewing in England, Laws states: "Much reviewing is unselective in its enthusiasm and thus with difficulty be distinguished from advertising copy." Of both screen fare and radio broadcasts "there is a lack of clearly expressed and generally not infrequently impossible. And with direct reference to radio: "To suggest that it might be used in the creation of work of permanent value is optimistic. It is a necessary optimism."

Americans will find this, too, has a familiar sound. "Its radio prestige is slowly rising, but a young writer will still do his reputation more good by having a play staged in a small London theatre to a tiny audience than by writing it especially for broadcasting to a guaranteed audience of millions."

In addition to Laws' own contributions to a series of highly readable volume, there are commentaries on various mass media by Adrian Brand, Michael Cole, Henry Durant, Gene W. Goldie, Ralph Hill, G. W. Stoner and Derys Thompson. The book sells in England for 10 shillings (about \$2.40) and definitely belongs in any American library dealing in radio, the do and the other communication businesses. — Rose.

## Hooper

Continued from page 27

drop was being recorded, daytime Recruiting Efficiency lost only six points. That caused that evening drop? Not the audience measure.

And what's more, the "Recruiting Efficiency" of radio in resort towns and cities is consistently low. If either resorts or cars were substituted in part of our summer sampling, the ratings would be higher, unless the percent who listen of all persons at resorts and all persons in all cars, is larger than in our present sample. You see one doesn't merely add such listeners to the rating, one adds to the sample, too. And there is ample evidence that the percent of car listening and resort listening is not larger. It's lower! If, as your article suggests, the cities in the summer, instead of the regular Hooper 38, the effect, I assure you, would be to lower, not raise the Hooper ratings. No, if the Hooper boys take to the road, it won't reveal an "increase" in summer programming that would merit a complete reevaluation." Sorry, but it won't!

I think the Daytime-Evening comparison in "Recruiting Efficiency" states the problem as one of (1) selling—networks lining up two advertisers on the same program, one with a winter, one with a summer consumed product; (2) programming—latent cutting among platters in the winter to carry the summer program through the summer; (3) daylight time; (4) talent cost—a lower talent rate for the summer programs to compensate for normally lower audiences due to greater summer-time activities in other sections; and (5) time cost—a revision of network rates as the differential is between winter and summer instead of discounts based on number of times per year.

Get the boys to fix those basics. The listeners will respond plenty if they are offered what they want. For example, a tally of what's been a couple of weeks back showed it two points higher than the top-rated evening network show. That's home, not resort, listening. Turning us loose in a caravan where it is too easy a way out even if it would work, and it won't!

C. E. Hooper.

# Restrictive 'Spread-the-Work' Move For 802 Membership Dies A-Borning

Certain members of New York Local 802 of the American Federation of Musicians came close early Monday (11) morning to putting over regulations governing the holder could perform weekly. This attempt, labelled by other members as having been inspired by the local "Communist" element, had it succeeded, would have given 802 effect at Los Angeles Local 47. It failed because 802's by-laws demand a quorum is achieved and only some 400 were present.

Regulations prepared for submission to the meeting called for one-man-to-one, i.e., if a musician is employed at one steady job, which may not take up all his time (for example, a pit band spot with a legitimate show), he cannot seek other assignments. Too, the aim was to restrict radio musicians from doing more than four shows a week. Actually, the plan was a bit more involved than that, but that's the gist of it. Local 47 has a similar plan involving earnings, hours, etc. Idea of course, is a spread-the-work program inspired by mounting unemployment among musicians.

It's said that Monday's meeting will never get distributed, but attended by as many of the radio tooters as were able to get out of bed that early to defeat its purpose.

# M-G-M Sets EMI Fact for World Disk Distribution

M-G-M Records, subsidiary of M-G-M films, come into arrangement last week whereby Electric and Musical Industries, Ltd. of England will handle distribution of its product all over the world, with the exception of Canada, Mexico, other Central American countries and, of course, and probably Cuba. Deal puts M-G-M's disks in the same hands as those that handle RCA Victor and Columbia product in Europe and elsewhere (Victor's overseas label is His Masters Voice, while Columbia's remains the same).

Such an arrangement with EMI will see M-G-M's disks distributed to the London company, from which pressings are made in factories in some 20 countries. In all instances the M-G-M label will be used. Meanwhile, M-G-M execs in New York, headed by general manager Frank Walker, are endeavoring to smooth out labor troubles at the company's new and only plant at Bloomsbury, W. T. Disagreements have been going on for six weeks or more and are expected to continue. While it is claimed the disagreements are minor and production on the 75 or so pressing machines in operation has not been hampered.

# FOX YANKS DIAMOND RECORDING LICENSE

Harry Fox, trustee for music publishers in recording matters, served notice on Diamond Records, operated by Irving Berlin, that he was revoking mechanical licenses issued to Gwilt to record certain songs. Fox's move was predicated on the fact that in all the time Diamond has been in existence he has received no such statements from the publishers he represents citing a sale of only 70,000-odd disks whereas the company's records have sold over a million. Fox's "Mistral" alone was once advertised as having sold more than 100,000 copies.

Fox's move probably won't prevent Diamond from continuing to record under the RCA-Victor label, which allows a disk a compulsory license once a tune has been recorded elsewhere, but it does put Fox on record as objecting to Diamond's royalty paying methods.

# Can. Maestro Badly Hurt In Toronto Plane Crash

Flying his two-seater plane, Lou Snider, 29, handbaler, with the Canadian Broadcasting Corp. network, received a broken jaw, a broken leg, face and head injuries, when his machine crashed near the outskirts of Toronto. He is in critical condition.

Plane was making a landing at the Toronto Flying Club when it banked almost vertically at 60 feet, the right wing hitting the runway. Plane was a total loss. Snider is a pianist and arranger.

# Decca Going Ahead On 'Tubby' Despite Beef From Cosmo

Decca Records is going ahead with its release of its "Tubby Tuba" album, "Daisy" in spite of the feeling held by the receivers for the defunct Cosmo Records that they will hold prior to the release of the next market the Kaye album within the week or two, apparently. Decca has no hold on the rights from Cosmo and the latter's claim that its contract with the writers of the "Tubby" story, George Kleininger (music) and Paul Tripp (lyric) is still in force and has not been invalidated by the process of going live to up to its terms. In addition to which the writers' attorney has indicated that Decca's legal action loss, so certain is he that the Cosmo pact is invalid.

Meanwhile Kleininger and Tripp, have applied to the trustee of Cosmo's assets for purchase of its constitution of its rights. Columbia Records is said to be bidding for the Cosmo version (Decca has been refused the right to purchase the Cosmo version will get them). Cosmo's version was on two 10-inch singles. Kaye's is on one 12-inch platter.

Cosmo was put into receivership weeks back and the company is soon expected to contend with major company output, and various majors intend to buy the marketing rights to it many times.

# Col. Claims Favoritism By Dreyfus on 'Allegro' Score Handout to Victor

Alleged favoritism shown by the Dreyfus music publishing interests in distributing the score of the forthcoming Richard Rodgers-Oscar Hammerstein show "Allegro" has been one of the major recording companies burning, while others shrug the thing off. Marie Sachs, of Columbia Records, for example, is hitting the handle over the fact that he is handing out copies of the score only a week ago by Larry Spier, Dreyfus general manager, whereas RCA-Victor had already recorded the music a week before that. On the other hand, Victor Records didn't seem to care much.

Sachs' turn is not so much over the fact that Victor has all right to record it before other companies saw copies of it is over his claim that queries for copies were not made until the time Victor had completed its recording over the melody that they were not yet ready.

# 'PROBLEM' GET RELEGATED

Hollywood, Aug. 12. Charlie Barnet is the latest of the widely known "problem" maestros to "get religion" and, like the others, including Harry James and Tommy Dorsey and a few more, the metamorphosis is probably due to the fact that there's little of the vast amount of coin he has earned in recent years left with him. Add to that the fact that Barnet and his contemporaries see the band public switching allegiance to decidedly less boisterous types—like Benny Goodman, who has the reason why he, James and Dorsey have turned over new leaves. Barnet was here at the Aragon Ballroom, not doing too well backing T. D. at the latter's Casino Gardens, near Times Square, when Arthur Mitchell, T. D.'s manager, as his mentor and is claimed to be aiming at reconstructing his music career. He's playing more dance music for dancers, not for himself as was his present aim, with bachelors and young women, but to reestablish himself and make some needed money.

The same can be said of James and Dorsey. James, during his last lap exit, amazed people who have known him for years, with his big, hairy head. There was a time when he knew all the answers and didn't shy at exposing them. They. He stopped playing theatres, fluffed off location dates that most smart bachelors will continue to say no to.

(Continued on page 33)

# U-I'S DISK JOCK BOYCOTTED IN CAG DEFENSIVE CAG

All is not smooth sailing for Universal-International's publicity stunt involving the formation of the hitherto unknown "National Disk Jockey Ass'n." and its invitation to jocks all over the country to come to Chicago, Aug. 15 for their "first annual convention" where they are to be imprinted with exploitation for the company's new "Something in the Wind" film, in which Deane Durbin plays a disk jock. Rusty Hughes, one of the mid-west's most popular disk jocks, who is labelled as president of the U-I-inaugurated Disk Jock Ass'n, flatly turned down the company's invitation last week, refusing to lend his name to such an obvious stunt. Other times followed.

Many jocks, however, apparently are taking U-I up on its invitation to a free ride a day in Chicago, despite what has been said to the contrary, the film company asserts it is paying all expenses. But the U-I gimmick has gone in is the interest of other film companies in the industry. All producers have been working various stunts employing the technique U-I has for the first time in a disk jock, and it is being viewed and important people to distasteful world-premieres. But the U-I has brought back the old-fashioned vaudeville wielded by the disk spinners and they want to climb aboard the bandwagon. "Meanwhile, Hughes and other jockeys have labelled the so-called U-I stunt a day in Chicago as an integral part of the promotion stunt. While they assert such an organization has a swell idea, to do so is U-I's dream as the answer. Letters bearing a bona-fide looking U-I stamp, and a check signed by Hugh Douglas, said to be the husband of Chi press rep of U-I.

# VITACOUTS SIGNS HINES

Chicago, Aug. 12. Vitacouts, Chicago indie record company, is planning to sign (Fatha) Hines, according to George Tanker, disk's vesper, and will let Hines record for the company and operator of southside sepiu nitro. El Grutto, will be backed by rhythm section on all selections.

# Old Gold Effects Novel Theme Of CBS Show With Col. Records

# M-G-M Album Pianist Due In U. S. for Concert Tour

Menahem Pressler, 19-year-old Palestinian pianist who recorded the M-G-M album of music from Metro's "Song of Love," will make his first American concert tour in 1947-48. He'll play four concerts in New York, Philadelphia Orchestra alone, plus several other symphonic dates.

Pianist, who came to U. S. last spring to make the album, is now in Paris, and is due in N. Y. in late September.

# Still Some Hurdles In ASCAP-Radio Contract Formula

Nothing of importance was accomplished last Wednesday (6) at the meeting in New York between composers representing radio interests and the American Society of Composers, Authors and Publishers. It's claimed the two factions worked smoothly toward the final formulation of a new contract to supersede the old agreement, but the details, which expires the end of 1948, but that no momentous decisions were arrived at. Another hurdle is likely between the two groups prior to the National Ass'n. of Broadcasters' convention in Atlantic City next month.

However, when and if ASCAP and the radio men arrive in New York, conclusions there is still a stumbling block. In so far as ASCAP is concerned any draft of a new contract agreed to will be final, but the broadcasting men they are meeting with are all representatives of the networks, major and regional, who are not empowered to speak for the hundreds of independently owned stations who may or may not see eye to eye with the terms of the deal worked out with the network. ASCAP will then have to sell the indie.

# Earl Carroll, AFM's Local 47 Resolve Long Standby Fight

Hollywood, Aug. 12. First result of the long-standing labor sub-committee hearings here was the ending of the long-standing feud between Earl Carroll and the American Federation of Musicians Local 47. Pact agreed upon runs for three years and gives Carroll a break in wage scales. Hitters will be paid \$120 a week for full time musicians and \$100 for part time men. Treaties will be paid \$100 for full time and \$80 for part time. Treaty will be largely brought about by Fred Astaire, N. Y. J.

Lee Sobie, agent, testified that he had been deprived of his booking by the AFM. Sobie's attorney, Fred witnesses was excused from further testimony when it was learned that his license had been restored.

Maestro Paul Lavalle has renewed his annual \$1,000 scholarship donation to be administered through the National Federation of Music Clubs.

Columbia Records and Lennen & Mitchell, agency for the "Old Gold" account, have developed "Old Gold" for the mutual exchange of exploitation. Idea, a slick one, will place a different Columbia artist each week in a guest spot on the cigger's Frank Morgan, Don Ameche, Frances Randolph, scheduled to start on CBS Sept. 24. And the artists assigned to the spots weekly will draw a guest salary rate (which, it's probable, will be uniform except possibly in the cases of Columbia's higher-priced stars, such as Dinah Shore, Frank Sinatra).

Plan is to have each artist introduce each Wednesday a new tune performed exactly as they recorded it for Columbia. At the same time, Columbia will have copies of the new records available on retail record counters and the advertising of each record will be tied together to promote the show and each product. For example, Columbia is planning to call advertising matter to the Old Gold and Columbia's artists and vice versa.

Another attractive angle of the gimmick is that, while the Morgan show, scheduled to start on CBS Sept. 24, will be a radio show, it won't be necessary for Columbia's people to be there. They will be in the audience, but it will happen to be on the road, that is, from CBS net stations. Each will be assigned a certain amount of time on the broadcast.

# CRI Backs Down On Jumping B Disk Release Gum

One of the few instances wherein a music publisher bared teeth against a record company, threatening to jump a release date placed upon a new tune occurred last week when Warner Bros. music combine moved against Columbia Records. WB firms threatened to put a legal head-on into Columbia to prevent the latter from marketing a recording of "Stars Will Remember," by Frank Sinatra before Sept. 1. Columbia backed down.

It seems that the Warner outfit originally had planned to Sept. 1 release date on the tune which it originally was circulated among recording companies. Subsequently, the date was changed to Sept. 1, at Columbia's request and due to its explanation that if the date was moved to a Sinatra recording could be secured. Then Columbia set the disk for release Monday (11) and had quite a bit of its own orchestra. Columbia's request and due to its explanation that if the date was moved to a Sinatra recording could be secured. Then Columbia set the disk for release Monday (11) and had quite a bit of its own orchestra.

# 2 MORE DISK JOCKS TURN TO MAESTRO

Philadelphia, Aug. 12. A couple of disk jocks, Joe Grady and Ed Hurst, of WPN- are planning to pull a switch. They're going to record their own orchestra. Hoping they can do the same sales job for themselves as they have done for other bands via the disks, the duo will be making their own recordings being held daily. The bandsmen will be former Philly high school students.

Both have wide followings among the high schools and high school alumni crowds, and they have been making good bookings for their new group. Grady, who plays piano, will lead the new musical aggregation. Hurst is a vocalist.



## Lyric Mag Sales Hit Bottom; Charlton, Lyle Engle Take Beating

Sales slump in the sheet music business may be far off, but, according to the figures of the firms that sell lyrics in magazine form, the slump in that field makes the largest lyric mag distributor in the business, which paid publishers approximately \$500,000 annually for the rights to lyrics, has run into a slump that finds it off up to 70%. Where the company sold 1,100,000 copies of its Hit Parade mag only a short time back, it is now disposing of only 315,000 monthly.

Charlton is in a poor position, but is not so bad off as Lyle Engle, which company distributes Song Hits and Popular Hit Songs mag. This company's sales are said to have dropped to approximately 100,000 or less, leading Engle to approach publishers with which he has contracts giving him rights to lyrics for reductions in agreed-upon rates. Both companies are now disposing of their product at a pace that is even below pre-war sales and while Engle's future is undisclosed, Charlton intends to stick out the slump and may not request lower rates from publishers.

Cut in sales of lyric mags, while it's obviously serious to the producers, is not too harmful to the music industry. All told, the two companies cited above paid publishers somewhere in the neighborhood of \$700,000 for printing rights to lyrics last year. While this figure was split up among a comparatively few new firms which can be depended

upon to turn out a fair average of hits, the payoff to each individual company doesn't mean the difference between life and death. In some instances the individual earnings went over \$500,000 yearly, but they were few.

## Ben Selvin May Stay at Majestic

Ben Selvin may or may not remain with Majestic Records as head of the company's artist and repertoire department, after having planned to move out of his position next month, when his contract expires. Selvin and Majestic's head, Arthur Tracy, are talking a new agreement, presumably one that calls for less money, but obviously one that will satisfy him. Basis of Selvin's decision to leave Majestic, arrived at two months or so ago, was the company's request that he agree to a considerable reduction in financial terms, which he refused.

If Selvin stays with Majestic he will not disturb the position of Dave Shelley, and Lyle Engle, recently brought over from Master Records to cohandle the a. & t. job with Shelley. At least there's no indication of any changes to the moment. Shelley originally joined the firm when Hammond was split up among a comparatively few new firms which can be depended

## Slump Cues Cancellation Of Leeds London Deals

Due to the condition of the music sheet sales business in London, which is claimed to be worse than it had even been pre-war, Leeds Music has temporarily dropped all deals for the purchase of foreign rights to U. S. songs. Leeds has an English subsidiary, Leeds Ltd., operated by Peter Maurice, in a reciprocal deal whereby Leeds in New York runs a Peter Maurice firm. And Leeds in recent weeks has been making foreign deals for its London counterpart with U. S. publishers.

A few had been cancelled, but another four or five agreements that were on the fire were cancelled even after advance checks had been made out.

## Local 47 'Conditions' Prevent Construction Of New Headquarters

American Federation of Musicians, Local 47 will not lay the cornerstone for the long-sought new union headquarters for at least another year and a half according to insiders. Reluctance of current regime in Local to be responsible for expenditure of \$1,000,000 the new proposed Vine St. headquarters and club rooms would cost is said to be governing situation.

Incumbent presy, J. K. "Spillie" Wallace and others remain in office until December, 1948. Report is that Wallace, particularly, is opposed to spending such a large amount of coin, especially in view of current labor upheaval and possible future needs for coin.

## Music Notes

Millie Brothers play Palmer Super club, Vancouver, for four weeks beginning Nov. 3 and then at the Falls Music Hall, Portland, for three weeks opening Dec. 1. Court Lane, Johnny Johnson, Ziggy Blum and Kings Men out four sides each for M-G-M Records last week. Dick Haynes will be Christmas standard album for Decca. . . . Ronnie Kemper bows at the New Morocco, New York, Aug. 20. . . . Exclusive Records will also Hal Dickinson's "Jingle Bells Polka" for RCA-Victor. . . . All royalties from Empire Songs' new ditty, "In San Francisco," by Stephen McNeil and Bob Thompson will go to the American Cancer Fund. . . . Exclusive Records opening eastern branch of Exclusive Record Distributors, Inc., in New York. . . . Top Notchers into Florentine Gardens, Hollywood, Sept. 8. . . . Michel Michélet started scoring stint on Seymour Nebel's "The Music of the Islands" Tuesday (5). . . . Dale Evans waxed four sides of oatenes for Majestic Thursday (7), marking teetoff with that label.

## Coast Top Band Dearth Ups Coin

Hollywood, Aug. 12. Paucity of genuine names available for Coast one-nights during rest of summer has resulted in promoters actually titling guarantee to latch onto what few are around. Duke Ellington, now on a one-nighter at the Elks, has been down the Coast, played for promoter John Burton in Oakland Sunday (10) and will go to San Francisco Aug. 27. Many other Ellington stands have \$2,500 guarantees; relatively few at \$1,750, his old figure.

Promoters who are laying out the heavy guarantees in many instances are the ones who, last winter, were recouling from one-nite quotations has spending they would save ante up tall figures again. However, as pointed out in Variety last month, Coast promoters frequently have been shuttering sites on Saturday nights because names were unavailable. Last spring, booking agencies took cognizance of poor Coast situation and routed relatively few names through Far West because of lack of dates, compared with years past.

MCA is hurriedly hustling Buddy Rich into this territory to take up some of the slack. Tommy Dorsey, who will one-nite his way east after he closes within fortnite at Casino Gardens here, seems to be having no trouble nailing \$2,500 guarantees against usual percentages. Gene Krupa is being readily sold by MCA for \$1,250, and Harry James is being greedily snapped up at \$2,000. James' tour is being inked prior to entry into Palladium, Oct. 7.

GAC, now lining up late-September one-nite tour for Stan Kenton, has jotted all the dates the reformed crew can handle. As in past, Kenton seeks only \$1,750 and percentage. In past several years, Kenton has gone into percentage more often on Coast than any other band.

## BMI License Drive Knocks Over Nine More Chi Ops

Chicago, Aug. 12. Chicago office of Broadcast Music signed nine spots last week, including a steamship and a ballroom, allowing them unlimited use of its catalog. Ballroom named is the Via Lago and the steamship is S. Grand Regato. Blitzro signed, all in the minor league, are: Spas Aukland, Dubonnet, Portena, Arena Gardens, Tower and Silver Hat.

BMI is starting infringement suits in the next few weeks—the first since it opened offices here in February against recalcitrant owners.

## British Best Sheet Sellers

(Week Ending July 31)  
London, Aug. 12. Souvenirs . . . . . Wright Gal in Salco . . . . . Feldman Mart'selle . . . . . Spas Aukland People Will Say . . . . . Chappell Sun in the Morning . . . . . Berlin Old Spanish Trail . . . . . Maurice How's the Hour? Keith, Prowse Marianne . . . . . Southern A Little Tenderhearted . . . . . They Say It's Wonderful . . . . . Berlin Heartaches . . . . . Connelly Time After Time . . . . . Ed Morris

Second 12 Anniversary Song . . . . . Connelly Sorrento . . . . . Recordi How Lucky You Are . . . . . Kassner April Showers . . . . . Chappell Dargal . . . . . Leeds Stars Will Remember . . . . . You Went Away . . . . . Box & Cox Violetta . . . . . Dixie Beautiful Morning . . . . . Chappell Harriet . . . . . Keith Prowse Never Too Late Mend. Strauss-M Rainy Night in Rio . . . . . Feldman

## ASCAP Still in Throes Of Ironing Out Bugs On Writer Coin Disturb

Plan now being worked out by George W. Meyer, member of the American Society of Composers, Authors and Publishers' director board, as a substitute for the current method of distributing the Society's revenue to its writer members, is still being gone over. Meyer is endeavoring to get the bugs out of his plan before submitting it for personal and decision to the ASCAP board.

Plan is said to be rather complicated, so much so that writers who are even slightly familiar with it do not understand it completely. But the idea is somewhat similar to the current plan of revenue distribution to publishers, which, incidentally Meyer outlined years ago. This pub plan calls for a payoff based on 85% performance, 20% availability and 15% seniority.

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Chicago—BENNY MILLER

Hollywood—DAVE BERNIE

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# Jocks, Jukes and Disks

By George Frazier

Claude Thornhill's band, is just about accomplished as any in the current band business. What's more, it probably deserves to be ranked right up there with the most versatile of all time. It's not a truly great outfit (and at this point in its development, it's not) but it's extremely versatile one. Although it cannot be classed with the memorable Goodman, Ellington, Pollack, Henderson, Redman, Goldkette, and Basie groups for sheer versatility, it is one of them except Pollack's or Ellington's, if you remember you did not, it should hardly be

face is, though, it seems to lack the nickelodeon nitrate of "Doll."

Buddy Clark is another performer who has been in the business for a long time. For everything like "Hugo and I Go" (or whatever that was) he has a "stuf" (as he is called) Clark does 10 or 11 items that are genuinely first-rate. Here he is with the "Hand, Madame" and "They're Mine—They're Mine—They're Mine," which is a standard. No one—including Signa—gets more out of a lyric. "Kiss Your Hand" for example, being revived in Paramount's "The Emperor Waltz," benefits prodigiously from Clark's treatment. It also benefits from the accompaniment, which, Mitchell Ayres provides. If the time should establish itself as a second-time-around, you'll hear the Clark version on every Wurlitzer in the country. It's our own suspicion, however, that the backside—"They're Mine"—will do the bigger business. It's a good tune—slightly noveltyish—and Clark projects it excellently.

Johnny Mercer, when he's right, is a good man to have around. To like this week, when he does "Sugar Blue" and "Cry Over You." Later is all right—just all right—Mercer has with him The Pied Pipers, and that's no problem for any man. Mercer, however, comes out quite unscathed. His singing has the same hot intonation he evidenced in "Lord, I Give You My Christmas Dress." It's the sort of number he handles expertly and he was rather ridiculous to call upon the Pipers to leave "things up. As an older Mercer fan, we like "Why Shouldn't I Cry Over You?" but we must admit that it does not sound like the juke side. Juke side, very clearly, sounds like "Sugar Blue."

If Clyde McCoy didn't kill it, he'd be for all time, Mercer's recording will be the one to revive it. Everything considered this is a fine piece of work. We also think it's a coin machine work. The accompanying union cards are led by Pat Weston.

Sammy Kaye's "That's What Every Young Girl Should Know" (Victor) is considerably less provocative than the title would lead one to suspect, but it's a proficient job nonetheless.

Laura Leslie sings the lyric "I probably won't add to any young lady's knowledge, but which probably won't hurt it either. Our feeling is on this side—because of its arresting title and its danceability—will do quite all right for itself on the coin boxes. "Serenade of the Bells" on the other side, doesn't insist on very deeply, however. Don Cornell, The Kaydets, and a choir do their best, but the tune simply isn't too exciting.

## Wax Facts

Louis Armstrong and Jack Teagarden combine their exalted talents on a Victor of "Jack Armstrong Blue" and "Rockin' Chair." Assisted by some good hot men, they play with immense ease and conviction. It would probably be foolish thinking to call either number a juke fake, but it would be saying that they both are ideal for juke. Both jockeys, too, are right in the time being, has rid himself of that big band... Count Basie will also

delight the hot fans this week. His Victor of "South" and "I'm Drownin' Your Deep Blue Eyes" have some fine assets. "South," an instrumental, shows the Basie band almost the way it was in the new—what was something. "I'm Drownin'," on the other hand, represents an advancement. While the band demonstrates its fine musicianship, it also displays a talent for sounding commercial without becoming sloppy. Tune is all right too, and Bob Bailey sings it straight-forwardly and effectively. We wouldn't be a bit surprised if this side were to prove one of the most popular records Basie ever

"Dick Jurgens" "On the Avenue" and "When You Were Sweet Sixteen" are good. "On the Avenue" is new musical standards, but they'll both do all right with record-buyers who wear their dancing pumps. "On the Avenue" is the more promising of the two. Red Eagle, whose "Tinty-Tum" is still selling well, is out on Capitol with "Song of Indiana" and "They Durn Fool Things." "Indiana" based on Rimsky Korsakov's "Song of India," has a vocal by Minnie Haw Haw and

## Suggested Programs

"They Durn Fool Things"—Red Eagle (Capitol).

"These Foolish Things"—Frank Sinatra (Columbia).

"Song of Indiana"—Tommy Dorsey (Victor).

"Song of Indiana"—Red Eagle (Capitol).

"Temptation"—Bing Crosby (Decca).

"Tinty-Tum"—Red Eagle (Capitol).

"Love in Bloom"—Spooky Jones (Victor).

"Rockin' Chair"—Louis Armstrong and Jack Teagarden (Victor).

"Marie"—Tommy Dorsey (Victor).

Chief Red Eagle. It's a good spoofing job. The bigger hit, though, will probably be "They Durn Fool Things" which is, obviously enough, based on "These Foolish Things Remind Me Of You." Vocal is by Mrs. Jane Bryan. The melody there was "Mystery" again and Ingie. We happen to prefer it to "Tinty-Tum" and think it'll chalk up more impressive sales. Dinah Shore's "You Do" and "Kokomo, Indiana" (Columbia) are routine Shore performances, but the increasing popularity of "You Do" should provide this fact with a certain standing in the jukes. "Kokomo," also from "Mother Were Rights," is no "Tallahassee" and isn't likely to cause even a mild sensation.

## Tooter Drowned

Springfield, Mass., Aug. 12. Don Dineen, 31, saxophone player in Al Strahman band, drowned early Thursday (7) at nearby Nine Mile Pond.

## MCA BACK IN FAVOR AT CHI BLACKHAWK

Chicago, Aug. 12.—Music Corp. of America's Chicago office regained its foothold in the Blackhawk Restaurant here last week, after several years lapse, with the booking of the Sherman Hayes band. Hayes will be set Sept. 9 or 10 following the three-month run of Ray Charles, a Frederick Bros. agency placement.

A started the band parade at the Blackhawk years back with such bands as Kay Kyser and Hal Kemp and then lost out over a disagreement on booking policies. Hayes will probably be followed by Art Kassel, another MCA property.

## Charge L.A. Disk Jock Bill Anson Lited Time From Contest Entry

Hollywood, Aug. 12.—Summons "was served" on jockey-composer Bill Anson late last week in suit asking \$50,000 for alleged plagiarism of an air group which it is charged he built his currently popular tune, "When I Write My Song."

David M. Harney filed action in superior court, alleging that Anson's number was suggested by a Harney submitted in a song title contest last year called "You Belong to the Words of My Song."

## 10 Best Sellers on Coin-Machines

- |  |                                |
|--|--------------------------------|
| 1. Peg O' My Heart (12) (Robbins).....       | Harmonettes.....Vitaconettes   |
| 2. Chibi-Baba (11) (Oxford).....             | Three Suns.....RCA-Victor      |
| 3. Smoke, Smoke, Smoke (3) (American).....   | Tex Williams.....Capitol       |
| 4. Across Alley Alamo (13) (Capitol).....    | Millie Brea.....Decca          |
| 5. That's My Desire (18) (Mills).....        | Woody Herman.....Columbia      |
| 6. Temptation (5) (Robbins).....             | Eddy Howard.....Majestic       |
| 7. Freudin' and Fightin' (3) (Chappell)..... | Young Fats.....Columbia        |
| 8. When You Sweet 16 (6) (Shapiro-B).....    | Ingie Stafford.....Capitol     |
| 9. I Wonder (8) (Robbins).....               | Dorothy Shay.....Columbia      |
| 10. Tallahassee (1) (Famous).....            | Tex Benkeke.....RCA-Victor     |
|  | Perry Como.....RCA-Victor      |
|  | Millie Brea.....Decca          |
|  | Frank LaRue.....Mercury        |
|  | Sammy Kaye.....RCA-Victor      |
|  | Crosby-Andrews.....Decca       |
|  | Mercer-Pied Pipers.....Capitol |

## Coming Up

- |   |                              |
|---|------------------------------|
| Ivy (Burke-VH).....                           | Jo Stafford.....Capitol      |
| Ask Anybody Who Knows (Wilmak).....           | Vaughn Monroe.....Victor     |
| Too Right Tonight (Leeds).....                | Margaret Whiting.....Capitol |
| Booby Bleep (Famous).....                     | Jo Stafford.....Capitol      |
| Lady From 29 Palms (Martin).....              | Danny Kaye.....Decca         |
| Come to Madrid Gals (Southern).....           | Freddy Martin.....RCA-Victor |
| I Wonder Who's Kissing Her (E. B. Marks)..... | Tony Pastor.....Columbia     |
| On Old Spanish Trail (Maurice).....           | Freddy Martin.....RCA-Victor |
| When I Write My Song (Exclusive).....         | Perry Como.....RCA-Victor    |
| (Have But One Heart) (Barton).....            | Eddy Howard.....Majestic     |
| As Long As I'm Dreaming (Burke-VH).....       | Herb Jeffries.....Exclusive  |
| Cecelia (Bourne).....                         | Frank Sinatra.....Columbia   |
| Old Devil Moon (Crawford).....                | Vic Damone.....Mercury       |
| Apple Blossom Wedding (Shapiro-B).....        | Tex Benkeke.....RCA-Victor   |
| Panama Hernandez (United).....                | Harry James.....Columbia     |
| On the Avenue (Leeds).....                    | Dick Jurgens.....Columbia    |
|   | Three Suns.....RCA-Victor    |
|   | Margaret Whiting.....Capitol |
|   | Gene Krupa.....Columbia      |
|   | Buddy Clark.....Columbia     |
|   | Sammy Kaye.....Columbia      |
|   | Woody Herman.....Columbia    |
|   | Andrews Sisters.....Decca    |

## Jack Fina's M-G-M Now

Jack Fina's new orchestra, now at the Waldorf Road, New York, has been signed by M-G-M Records to a term contract. Before shifting over to the film company publicity label, however, Fina must finish out his unexpired contract with Mercury Records. He has four more sides to do on this and they will be completed as soon as possible.

Fina's switch from Mercury is based on his claim that the latter company did not fulfill the distribution promises made him.

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## Inside Orchestras—Music

Guy Lombardo found the amphibian planes, which make up the "rolling" stock of Long Island Airways, in which he's a major stockholder, quite a help Sunday (10) afternoon during his quest for a second leg on the speedboat Gold Cup trophy at Rockaway Inlet, N. Y. One of them flew to the Bronx and brought back two shipwrights to help repair a broken pontoon on his boat. Earlier one of them was to have transported friends from a N. Y. city water port to the race site. Among the latter was maestro Freddy Martin, who completed a radio chore earlier than anticipated and drove to the race in his motor car.

Lombardo's Tempo VI speedster, which won the Gold Cup at Detroit last year, was knocked out of the first heat of the 90-mile, three-heat race by smashing a step pontoon against driftwood. This was repaired and Lombardo finished second in the second heat to Notre Dame, a heavier-powered boat, and in the final heat was forced out by a clogged oil line. Miss Pepsi V won the race after the Notre Dame boat was forced out after leading for nine laps. Lombardo and the Miss Pepsi V boat will tangle again at Red Bank, N. J., Aug. 23-24, in the national championships.

Following the success of her hillbilly vocal with Red Leslie's orchestra on Capitol's diskling of "Tim-Tayshun," Jo Stafford is telling friends that the hillbilly field is going to get a larger, albeit of her disk attention from now on. In this groove is her latest cutting of "Feudin' and Fightin'," a number which, originally recorded by Dorothy Shay for Columbia, drew so much attention that other record companies were forced to do it. "Feudin'" fitted into Miss Stafford's plans like a glove and there'll be more. She originally did hillbilly work when a member of a trio which included her two sisters; later she went into the Pied Pipers quartet, which joined Tommy Dorsey and from which she eventually stepped to work as a single.

Quintet of musicians who saw ETO service together with the 6th Armored Division had their first reunion since the war in Pittsburgh last week. They were James Conti, with Art Mooney's band at the Ankara; Chuck Bell, with Ray Robinson's orchestra at Kenwood Park, and Ralph Jackson, Stan Woods and James Molinaro, all local tooters with Benny Burton crew. Party was held at Woods' home. Jackson and Conti were guarding the division's gasoline dump at Brest, France, when they were attacked by German paratroopers. Conti escaped unharmed, but Jackson won the Purple Heart when he intercepted three Nazi machine gun bullets.

In order to avoid brass-blasting during his run at the Roosevelt hotel, New Orleans, where that type of a band is taboo, Ray McKinley employed an unusual idea which, due to its success and the success of the band itself in the Roosevelt's Blue Room, McKinley may keep. He secured legends of heavy felt matting which he had installed as a lining for the music stands of his brass section. Rather than keep them muted, they blow into the padded areas and the result is said to be a new "pound" that has helped keep the Roosevelt's summer big, usually far below par, at a comfortable gain.

Bandmen are looking forward to the run of Skinny Ennis on the Astor Roof, New York, bandstand which began Monday (11). They see in Ennis' run a real test of exactly how much Ennis the room itself exerts and how much the band involved can account for. Rarely does the Astor bring in anything but a top draw and, while Ennis is widely known due to his Papadon shows with Bob Hope, as a bandleader he's hardly in a class with the Sammy Kaye, Carmen Cavallaro and others the Astor has employed at various times these season.

## On the Upbeat

### Hollywood

Duke Ellington into Million Dollar theatre week of Sept. 9 at 50-50 split of gross from first dollar...like Carpenter crew into Horace Heidt's Triphon ballroom for pair of weekends...William Morris agency spending up dates on Coast for Joe Mooney Quartet; outfit never has played hereabouts...Edgar Hayes' combo signed by Exclusive Records...Hugh Hudson acquisition in to Hob 'n' Nob for month, starting today (13)...Al Gayle one-nighting around area...Butch Stone combo will alternate on bandstand with Lawrence Welk when latter opens four-weeker at Aragon terrace Aug. 26...Garwood Van orchestra east in October for stretch at Statler, Boston...D'Varga combo and Black & White Records have called it quits...King Cole Trio etched four faces for Capitol over weekend...Vido Musso blew in late last week. He will join Stan Kenton after which when Kenton re-forms here Sept. 15 and starts rehearsing. Another old Kenton hand who will be back with band is June Christy. The Chicagoer gotten as much as \$600 weekly as a single since Kenton broke up in April, but has agreed to return to band for minimum of six months, at a reported \$200 per stanza. She will flip back here after winding two-week stint at Club De Trubador, N. Y., which she undertakes tomorrow (14).

### New York

Ralph Specs orchestra riding Hudson River Day Line boats in fourth straight season...Nat Delbin leaving Sinatra Song staff to personal manager Lena Horne, a contact made several years ago when he managed George Auld's orchestra and the two worked on the same bill...Sam Donahue orchestra into Angara, Pittsburgh, Sept. 15...Dave Kapp, of Decca, which has three music publishing firms, placed a song of his own with Warner Bros. group titled "Home Is Where the Heart Lies"...Bernie Mann, operator of Anchor Room, Port Wash-

(Continued on page 53)

## Disk Jocks Eye AFRA, N.Y., Convensh

### To Combat Ban on Guest Datings

#### Robin Hood Dell Season Slowest at B.O. in 3 Yrs.

Philadelphia, Aug. 12. Robin Hood Dell's 1947 concert season closed Sunday (10) in a blaze of artistic glory, but an audit showed the old b.o. pinch was off by 27,000 tabs from last year. Master-minding the drop, management blamed weather—nine postponements due to adverse skies—and the fact that the concerts at the downtown Labor Plaza gave music-lovers plenty for free.

Total Dell attendance this season was 178,000 for 28 concerts in the seven week series, representing 77,000 less than the 1946 total of 206,000, and 11,000 under the 1945 total figure of 189,000. Of the 28 concerts, the Dell had only 18 nights of clear weather.

#### WB Isn't Happy With M-G-M Disks

Warner Bros. music combine, which at various times has had arguments with most of the major disk firms (with the exception of Decca) which resulted in their demanding the full 2c. statutory royalty rate for recordings, is hassling a bit with the new M-G-M company. There has as yet been no ultimatum to the film company subsidiary requiring the full 2c. rate, but the move is a possibility.

As in the arguments with the other outfits, Columbia, RCA-Victor, Capitol, etc., WB doesn't find much appeal in the way M-G-M heads make use of their standard catalog, which is probably the most extensive of all in the music business, and snuff off new pops. M-G-M heads disclaim any knowledge of a tussle with the WB group, but the latter says it is investigating which, of course, is all on their side.

American Federation of Radio Artists' national convention, which begins a four-day session tomorrow (Thursday) at the Astor hotel, N. Y., will find plenty of opposition to a once-proposed plan to put a halt on disk jockeys, if such an idea comes up. AFRA weeks back had devised a regulation barring members from making for-free guest shots on disk shows as a means of curbing the fast-growing field.

Among a handful of disk spinners in N. Y. to attend the convention and to combat any possible move by AFRA against them is Rush Hedges, one of the most powerful, if not the top, record spinner in the Midwest. His home base is KNOX, St. Louis, from which he runs a live and transcribed disk show that goes into the deep south and far north. He got himself named a delegate to the AFRA shindig for the express purpose of combating a move against his profession. He feels that whatever benefit disk jockeys draw from being able to snag important recording artists (virtually all of whom are radio performers, hence holders of AFRA cards) is more than returned by the amount of gold disk shows and the playing of the artists records on them due to the latter.

#### Anita Day, Hubby Get 90 Days on Drug Rap

Hollywood, Aug. 12. Chirper Anita O'Day and her husband, Carl Hoff, mechanic, have drawn 90-day jail sentences on narcotics charges. Police said they found marijuana secreted in the Hoff home during a raid last March.

Fair testified they kept open house, and opined stuff was left by guests. Attorney Ray Smith, in notice of appeal, said couple didn't use the stuff.

Sammy Kaye's wordless theme song being recorded for first time under Victor label.

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Recorded by THE ANDREWS SISTERS (Decca) FRANCIS CRAIG (Bullett)

LARRY GREEN (Victor) ELLIOT LAWRENCE (Columbia)

VICTOR LOMBARDO (Majestic)

The great novelty song—

# THE OLD CHAPERONE

Lyrics and Music by RAMEY IDRIS and GEORGE TIBBLES

Recorded by BING CROSBY (Decca) TOMMY DORSEY (Victor)

DERRY FALLIGANT (Enterprise) DAVID STREET (Avon)

A great ballad—

# HOW SOON?

(WILL I BE SEEING YOU)

Lyrics and Music by JACK OWENS and CARROLL LUCAS

Recorded by JACK OWENS (Tower)

BING CROSBY with CARMEN CAVALLARO (Decca)

# BMI's Haverlin Explodes Alexander Beef in Letter to Broadcasters

Broadcast Music, Inc. and Carl Haverlin, its president, struck back at Perry Alexander last week for himself and associated, who had been accused by Alexander of mishandling the radio performance rights organization. In a letter to station owners, in answer to a previous missive to them by Alexander complaining of BMI's tactics toward small publishers and asking that a radio committee meet with his BMI Small Publishers grievance committee, Haverlin snapped a whip.

Haverlin pointed out that since Sept. 1945, when Alexander first formed a BMI firm, a total of six songs have formed Alexander's catalog on all of which he is listed as a collaborator and that not once since the firm's formation has Alexander secured a recording of any for use on radio stations. Too, radio performances of his tunes have been meagre. Since BMI's payment to affiliated pubs is based on performance, Alexander's beef that he doesn't get much income from his hookup with them is true.

There is other text going over Alexander's arguments and points by point, but none of it is important.

## NORMAN-LAGUNA JAM SESH B.O. HIT, PASADENA

Hollywood, Aug. 12.—Jazz concert promoted in Pasadena Civic and early last week by KFWB disc jockey Gene Norman and ex-Kentone Records' Coast rep Eddie Laguna grossed \$4,890 at \$3 top, which spelled an excellent \$1,200 profit.

Talent lineup was headed by Lionel Hampton, Freddie Slack, Slam Stewart, Charlie Shavers.

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1619 BROADWAY NEW YORK 10, N.Y.

## 10 Best Sheet Sellers

(Week Ending, Aug. 9)  
Peg O' My Heart—Robbins  
Who's Kissing Her—Marks  
That's My Desire—Mills  
I Wish I Didn't Love—Parment  
I Wonder, I Wonder—Robbins  
Oh, What a Beautiful—Oxford  
Anyone Who Knows—Witmark  
Across the Alley—Capitol  
Feudin' and Fightin'—Chappell  
Blue Moon—V. Shapiro-B

## Second 10

Ivy—Burke-VH  
Tallahassee—Famous  
Sweet Little—Famous  
I Have But One Heart—Barton  
Alma's Comin' Back—Sinatra  
Almost Like Being Lovers—Fox  
Ceceles—Boyrne  
Echo Said No—Lombardo  
Long I'm Dreaming—Burke-VH  
If I Live I Live Over—General

## Film Job Holdover

### Forces Hampton Into

### Theatre Date Snarl

Hollywood, Aug. 12.—Lionel Hampton's work in the picture "The Sign of the Cross" has put him in quite a dispute here during the past week. With the filming behind schedule, producers were forced to hold Hampton several days beyond his contract and the letter was forced at the last moment to cancel out a week at the Million Dollar theatre. L. A. to have begun yesterday (Tuesday).

This action created an unprecedented snarl for the theatre and brought Joe Glaser, head of Associated Booking Corp. and Hampton's manager, post-haste from New York to attempt to smooth things. He couldn't extricate Hampton from the additional film time and now the theatre heads want Hampton to pay some \$2,500 claimed to have been suspended in his date here.

Glaser tried to get Goldwyn to shoot around Hampton during the week at the theatre, but it was no go. Meetings are now occurring between Glaser and theatre booker Bill McIlwain to iron out the dispute.

# Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Covers Per Week	On Duty Covered
Sammy Kaye....	Astor Roof (850; \$1-\$1.25).....	8	3,275	28,125
Jack Fina.....	Waldor (400; \$2).....	1	3,075	6,025
Shick Henderson.....	Pennsylvania (500; \$1-\$1.50).....	7	1,425	12,275
Jerry Wald.....	New Yorker (400; \$1-\$1.50).....	2	1,125	3,050
Johnny Pineapple.....	Lexington (300; \$1-\$1.50).....	39	900	36,425

\*Ice Revue at New York.

## Chicago

Red Courtney (Marine Room, Edgewater Beach; 1,100; \$1.50-\$2.50 min.)  
The 100-degree temperature for four days last week slashed all covers almost one-third; 9,700 here.  
Charlie Venturi (Reliance Inn, Sherman; 900; \$2-\$3.50 min.). Not too affected by heat wave.  
Clark Dennis and Jose Mills headliners; 4,900.

## Los Angeles

Ed y Howard (Ambassador; 900; \$1-\$1.50). Bested hot spell; 2,400 covers.  
Russ Morgan (Biltmore; 900; \$1-\$1.50). Wavering 1,700 tabs.

## Location Jobs, Not in Hotels

Marty Gould (Cheer Parade; 650; \$2.50 min.). Even Danny Thomas, who has been drawing heavily, fell to \$,600.  
Henry King (Aragon; 900-\$1.15 adm.). Stimulating 13,000.  
Lawrence Wee (Trianon; \$0.80-\$1.15 adm.). Despite air-conditioning scanty 11,000.  
Buddy Shaw (Latin Quarter; 700; \$2.50 min.). Ritz Brothers closed Aug. 12. Last days caught week up to \$,600.

## (Los Angeles)

Tommy Dorsey (Casino Gardens, B. Ocean Park; 2d wk.). Glittering grab of 10,400 customers.  
Frankie Carter (Palladium, B. Hollywood; 3d wk.). After very bright opening stance, he continues to slide; 9,000 last frame; torrid weather militating.

# Songs With Largest Radio Audiences

The top 31 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman Director, 147 W. 42nd St., New York 36, N.Y.

Across the Alley From the Alamo	—	Capitol
Alma's Comin' Back	—	Sinatra
Almost Like Being in Love—Brigadoon	—	Fox
An Apple Blossom Wedding	—	Shapiro-B
As Long As I'm Dreaming—"Welcome Stranger"	—	Burke-VH
As Tears Go By	—	Miller
Ask Anyone Who Knows	—	Witmark
Cecilia	—	ABC
Don't Tell Me—"Hucksters"	—	Gould
Come To The March Again	—	Southern
Don't Tell Me—"Hucksters"	—	Robbins
When You Were Sweet Sixteen	—	Lombardo
Every So Often	—	Warner
I Want To Be Loved	—	Melrose
I Love Love Love—The "Perlis of Pauline"	—	Paranmont
I Wonder I Wonder I Wonder	—	Robbins
I Wonder Who's Kissing Her Now—"I Love Now"	—	E. B. Marks
Je Vous Aime—"Cocobana"	—	Crawford
Lady From 23 Palms	—	Martin
Mamelle	—	Feist
My Heart	—	Mutual
Naughty Angelina	—	Simon
Passing By	—	Chappell
Red Silk Stockings and Green Perfume	—	Robbins
Song of Sorrento	—	Morris
That's My Desire	—	Pemora
There's That Lonely Feeling Again	—	Famous
When You Were Sweet Sixteen	—	Mills
Whiffenpoof Song	—	Mellen
	—	Shapiro-B
	—	Miller

The remaining 23 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director, 147 W. 42nd St., New York 36, N.Y.

All My Love	—	Harms
Anniversary Song—Johnson, Sloan	—	Paranmont
Blue Bloop	—	Republ
Catnaps and Lace	—	Remick
Deep Down in Your Eyes	—	Brodest
Deep Valley	—	Sinatra
Everybody and His Brother	—	Saul-Joy
Feudin' and Fightin'—Song of Pauline	—	Harmon
I Believe—"It's Happened in Brooklyn"	—	Leeds
I Can't Get Up the Nerve To Kiss You	—	Burke-VH
How Do You Like Me—Murray	—	C-P
I'm So Right Tonight	—	Berlin
Joy—Livy	—	Berlin
Just An Old Love Of Mine	—	Remick
Kate	—	Remick
Love and the Weather	—	Remick
My Pretty Girl	—	Remick
Oh My Achin' Heart	—	Remick
Tomorrow	—	Remick
When Tonight Is Just a Memory	—	Remick
Where Is Sam	—	Remick
Would You Love Me—"Love and Learn"	—	Remick

1 Filmcast. \*Lept Musical (Copyright Office, New York)

## FEINBERG QUILTS GAC FOR LABOR POST

William Feinberg, former secretary of New York Local 802 of the American Federation of Musicians, has been with General Artists Corp. as a salesman for the past 14 months, left that agency as of last Friday (8). He is establishing himself as a labor consultant, with NBC as his first account. At the moment, Feinberg is still at GAC, since he cannot find offices of his own. Feinberg's reasons for leaving GAC and going back into the labor

picture as a mastermind of 'problem brought to him, is said to be based on the fact that although he had left the labor scene completely behind him when he quit 802, he joined GAC, he was never able to duck it completely. Friends developed during his 802 days constantly sought his advice. Last fall, when 802's blue ticket, in power for the past 13 years, lost its presidential bid, Richard McCann, who succeeded to the presidency upon Rosenberg's death, was put up and won out.

# Fred Waring's Wife Sues for Share Of Partnership Earnings

Legal snarl involving Fred Waring Productions has been revealed and the Waring wife has been granted Justice Felix Benveniste granted Evelyn N. Waring, wife of the maestro, from whom he is separated, permission to inspect four contracts pertaining to partnership agreement with the firm. Named as defendants in the suit are Waring, Thomas L. Waring, Roland J. McCintock and the Rapoport. Court, however, denied her the right to examine the defendants until she joins her issues and knows what she is suing for.

In her affidavit plaintiff charges fraud and asks an accounting of the profits but it was undecided whether to sue for rescission of an April, 1940, contract whereby she withdrew from the partnership under certain conditions. She claims she entered into the partnership in 1938 and upon her withdrawal she was promised an accounting of the profits. But, she alleges, this was done in such a way that she did not receive her rightful share. She further charges that profits on the partnership have amounted to over \$425,000 and her share should be in excess of \$60,000.

## Stone Re-elected

Louisville, Aug. 12.—Local A. L. Federation of Musicians elected Joe C. Stone president to fill out the unexpired term of Edwin A. Lorens, who resigned July 2. Stone is a former V.P. of the local and member of the board of directors. He has played sax and tuba for many years in concert and dance bands and was a staff musician with local 104. Regular election for officers and board members will be held in January, 1948.

**SMOKE!  
SMOKE!  
SMOKE!**  
(That Cigarette)

AMERICAN MUSIC, INC.  
9410 Sunset Blvd., G.W. 42 Room  
Hollywood 46, Cal. 900 46, N.Y.C.

**What Are You Doing New Year's Eve?**

MILLS PROGRAM SUGGESTIONS  
**MOONLIGHT**

Ted Weems • Decca No. 25105

**I'M GETTIN' SENTIMENTAL OVER YOU**

**Lonesome and Sorry**

MILLS MUSIC, INC.  
1619 Broadway, New York 19

**FRANK SINATRA**  
IS DOING HIS  
**CHRISTMAS DREAMING**  
A LITTLE EARLY THIS YEAR  
**HOW ABOUT YOU?**



## H'wood Embargo May Force British Cinemas Into Vaudfilm Policies

Unless there is a modification of Britain's 75% tax on film imports, which Hollywood won't take, the long awaited comeback of vaudeville may occur: as the pond-ville London and the English provinces may be forced into vaudfilm policies when beginning to feel the pinch caused by lack of screen product for its numerous theatres, since houses would be in a bad situation for boxoffice draws if no American product was available.

If and when the situation becomes permanent, it would open the door for plenty employment of U. S. acts in London and adjacent territory. London could not begin to provide as many performers as would be required to keep the theatres in operation. Because admission scales for legit attractions are far in excess of those for cinemas, British showmen may have to embrace a vaudfilm policy as the only way out.

William Morris agency, which has been doing the bulk of London vaude bookings and currently servicing Bernard Delfont's vaudeurs at the Casino, London; Metro-Emprise circuit, London Palladium and others, would seemingly have the jump on competitors should British houses be forced into vaud bills. Morris has Harry Foster, London rep, on the spot, thus giving that agency a most opportune position if such policy is adopted. Then, too, the agency has formidable talent it could send over pronto. However, Morris has received no authentic word as to such a switch, from Foster. According to Dick Henry, who handles the bulk of foreign bookings for the agency there'll be no excitement about London possibilities until Foster reports.

Other top agencies in N. Y. which have made some London bookings refused to display excitement over the report, most being of the opinion the vaude bonanza in London will never come off. As one exec put it: "Hollywood and Britain will get together in some way, and the vaude boom abroad will be just another bursted bubble."

### Triple Jinx Hits Carry in Buffalo

Mishaps dogged the James E. Struts show playing a week's stand here: A worker, George Snell of Windsor, Pa., was crushed to death between two four-ton trailers on Sunday.

At midweek, George Martin, confessional, was arraigned in City Court on a charge of common gambling. A patron complained to the police that a ball and bucket game operated by Martin was so rigged as to make it impossible for the player to win. The complaint, George Bender of Euclid, O., claimed, he spent \$35 in a vain attempt.

### Cleve. Niteries In Worst Slump

Cleveland, Aug. 12.

Smaller cafe operators, whose business has dropped 90%, are forming a new protective association to combat the worst slump in years.

In addition to asking musicians' union to permit bandmen to work a full week, instead of six days as under current contracts, the niterly guild will lobby for a reduction in the 20% tax.

Larger downtown spots are trying to solve the recession problem by increasing their entertainment budgets. Golden Dragon, co-owned by Mike Cohen and Bandmaster Gene Erwin, jumped into a name policy this week by setting Bob Eberly for first cafe date here. Arthur Lee Simpkins was brought in by Borsellino for two weeks at \$1,500 per week, while Hollander Vogue Room hired Sonny Richards as starter for a series of higher-budgeted shows.

### Coney Mardi Gras Sept. 8

Annual Mardi Gras has been set for Coney Island, N. Y., despite decision earlier in season to give it the go-by.

At a meeting held last week by musicians and concessionaires, members of Coney Island Carnival Co., which sponsors the event, former date was reversed and celebration is set for Sept. 8 to 14.

### Tele May Nudge Performers Out Of Chi Cafes

Chicago, Aug. 12.

As though it weren't hit hard enough by the end of easy spending after the war, the tavern-set booking business may find itself up against still another ope—this time television. A couple of piano acts, specializing in cocktail-bar fare, were heard complaining around musicians' union headquarters last week that they had been fired because, as their tavernkeeper-employers put it, customers complained about the playing of the piano interfered with their hearing the content of a televised sporting event.

One of the musicians remarked that his ex-boss told him that he had to cater to his customers' preferences and that between the tavern's television receiver and jukebox he now had enough entertainment to keep the customers happy.

Chicago's leading cocktail act bookers, when checked, declared the cases were isolated and not even the vestige of the beginning of a trend. The consensus of opinion was that the novelty of tavern television might in rare instances lead to the elimination of a spot's entertainment or entertainers, but that as a whole tavernkeepers will go on buying acts so entertainment will be there at all peak business hours for the customers' indulgence, and will make himself dependent on the limited periods as provided by television.

## Sinatra Switching From Par to Cap, N. Y., on \$25,000 Weekly Minimum

Hollywood, Aug. 12.

Frank Sinatra will in all probability play the Capitol theatre, New York, the next time he does a p.a. on Broadway, switching away from the Paramount theatre for the first time since he reached his current status. Sinatra and Music Corp. of America's theatre department, headed in N. Y. by John Dugan, are currently in the throes of working out a deal said to call for a minimum of \$25,000 weekly to the singer, exclusive of all other expenses, such as the accompanying band and acts. If completed, Sinatra would work the Cap sometime during November.

Basin of Sinatra's switch to the Cap, although it's not completely responsible, is his recently signed new deal with Metro films, owner and operator of the Capitol. His contract with the company contains a clause giving the Capitol "preference" in a deal for his Broadway p.a.s, and possibly Low-or-expected houses in other cities.

### Shelvey Winds Up 'Delegate' Tour

Matt Shelvey, national head of American Guild of Variety Artists, returned to N. Y. this week after a protracted tour of branch offices, where he set up the modus operandi for general membership meetings to nominate delegates to the forthcoming convention of the union.

Meetings will be held in all of the union's branches between Sept. 15 and 20. After nominations are made late will be sent to national office of AGVA in N. Y. and a mail ballot taken by AGVA's 47,000 members for final election of delegates. Under plan a delegate will be named on a 200-members ratio, N. Y., Chicago and Philly branch meetings will be held Sept. 20.

It's figured that it will take six weeks after general meetings for mailing and return of ballots, which would set convention date around Nov. 1. Convention city will not be named until after votes are in.

### Smith & Dale Into Roxy (N.Y.) For Week To Fill A&C Scram Gap

Smith & Dale, vet comedy team, have been booked into Roxy, N. Y., opening today (Wed.), for one week to bridge gap left vacant by Abbott & Costello, who closed a three-week run last night so that Costello could plane back to Coast to be with wife when latter gives birth. Comedian made decision when informed wife would have to undergo Caesarian operation.

Abbott & Costello had been booked into Roxy on a two-week deal with options for an additional two weeks and played three in all. Smith & Dale have never played the Roxy, their Broadway dates being mainly at Loew's State.

New bill headed by Ied Haley and Ella Logan follows into home Aug. 20, with "Mother Wore Tight" (20th) on screen and Milton Berle show after that, around Sept. 15.

# STATLER and his orchestra

## his piano—and his orchestra

Featuring KITTY CRAWFORD

### STARTING 5th WEEK

## CAPITOL, New York

"Statler, in his first Stern theatre date, did a fine job. His outfit (19), including five strings, looked good, sounded good and played a nice show. Later in the proceedings Statler did a St. Louis Blues piano solo for a good hour. As a stage personality, Statler registered well... he handled his intro chores with an easy grace."

—Bill Smith,  
The Billboard.

"Ted Straeter and his competent orchestra provide an excellent musical background for the revue,

with Statler offering an expert rendition of his piano solo, a jazz concerto arrangement of 'St. Louis Blues.'"

—J. S. B., Jr.,  
New York Herald Tribune.

"Ted Statler's fine band did a beautiful accompanying job and the maestro stopped the show himself with his piano version of 'St. Louis Blues.'"

—Jack Thompson,  
New York Mirror.

### OPENING—

## STATLER, Washington

### SEPTEMBER 15th

### 4th Return Engagement

SONORA RECORDS

Personal Management, JACK BERTEL, Plaza Hotel, New York  
BOOKED BY M.C.A.









# Increased Production Costs Held Factor Vs. New Try To Cut Prices

Last season there was considerable discussion, pro and con, mostly the pro, to reduce legal fees and salaries, especially for straight plays. Such discussion, during 1946, appears doubtful, mostly because of the increase in cost of production. Estimated that the cost was higher than last season, when it was estimated that double the amount was required to produce than before the war.

Shown season that if the ticket pot cannot be earned back except for prolonged engagements because of inflated amounts set by some players, scene builders and for numerous accessory items. There is no doubt that many of last season's plays were doomed before their premiere because of the \$4.50 per seat for the shortest plays, plus an excessive first-night rate. Legit patrons have been forced to buy tickets for benefit organizations at ballooned prices were also forced to a great extent. It's possible that managers will limit the number of such benefit "theatre parties" as they are called.

Last week, the scenic union asked the managers for \$1,000 for a one-set show, instead of \$500 as previously, and for a unit design that at least \$1,000 a week would mean a boost of 400%. Representative designers of the scenic union with the managers, say that they get considerable more than the minimum, but aim to see that managers get high cost of production.

Designers of costumes also want more money. Minimum for costumes is \$10, whereas \$25 is sought. Creations of individual and costumes cost more than the others, there being no set minimum, but so far there are so few new musicals in sight that indication of a new costume-designing activity.

## Henry Duffy Musical Due for Rehearsals; Settle Slavin Coin Snarl

"Music in My Heart," slated for Broadway this summer but set back because of untoward circumstances, is now dated to start rehearsals next week. Musical is to be presented by Henry Duffy, who, upon salary guarantee money with Equity after signing a stipulation whereby he will reimburse Israel S. Slavin, his former backer, over a financial jam in 1945.

Duffy, who formerly presented revivals on the Coast, moved his activities to Detroit because of blackouts early in the war. Slavin whose moviecar transportation business virtually ceased, took over the show business and financed some of his show business, posting securities with Equity to guarantee his salaries. There was \$1,000 due each of "The Bat" and "There's Always a Woman" when the show left Slavin provided the payoff cash and, in return, Equity agreed that Duffy would not be paid more than \$1,000 for further presentations unless the backer was reimbursed. Duffy last week attempted to an arrangement to pay back the backer. Slavin bought and operated the Blackstone, Chicago, during the war and is now out of show business.

"Music" was originally done on the Coast summer before last. It then being called "Song Without Words." It's an opera with a libretto by Howard K. Brown and the music of the score. Players standing by for the show are: Robert Florence George, Della Lind, Robert Lee, Jim Murray, Jean Hamrick and Robert Hoffman. Rehearsals have been engaged to start August 13, and may have Vivienne Segal as the comedienne.

## Shows in Rehearsal

- "I Gotta Get Out"—Herbert Harp and Letty Meyer.
- "The Benchwarmer"—Alex Yokel and Ed W. Schaefer.
- "High Button Shoes"—Monte Proser and Joseph Kipnes.
- "Love a Little"—Robert Hoffman.
- "The Stars Were"—Louis Schoneberg.
- "Allegro"—Theatre Guild.

## Spruce Up American, St. L.

Anticipating another banner season for legit in this burg, Manager P. B. Packer, of the St. Louis theatre, sole legit here, is spending \$25,000 rejuvenating the house. The theatre, which is New York lining up ahead of shows.

## Chorus Equity To Sue For Raises

Equity will not seek an increase in wages for chorus members, such an objective would be inopportune because of the high level of operating costs. That leaves Chorus Equity on its own in asking for more money for the first time since the last year's strike were formed. Chorus supposedly doesn't expect to tilt its scales for Broadway and the road as high as those presented to the managers but is hopeful of a fair proportion of increase. Second, no ensemble people are now being paid more than the present minimums.

Increases are granted, as expected it is probable that the least pay to the chorus will equal if not exceed the minimum of actors, which is \$60 weekly. Equity contends that chorus people are entitled to higher compensation because of the training they have had before entering shows. Barring the percentage of ensemble, who emerge from the line and become principals, records show that the average chorister remains on the stage five years. Two actors are required to be engaged for a season, remaining in show business for an indefinite period, withdrawing occasionally for a season, and turning to the stage sporadically or permanently.

## 2 BRANDT THEATRES DO TOP BIZ WITH LEGITS

The Windsor, Bronx, and Flatbush, Brooklyn, two of the Brandt theatre chain that presents legit, are the summer's top draw, having the best season since that policy started. Selection of attractions presented by the managers, which is Leventhal is a factor but popular ticket prices appear to be the magnet for the respective theatre. Evening prices ranging from 50c to \$1.50, matinees from 50c to 85c included. Saturday prices are from 80c to \$1.80. Instead of winding up around Labor Day Leventhal's neighbourhood shows in both spots into October.

"Anna Lucasta," which played earlier this season, is the summer's top gross on its first booking, taking between \$15,000. Attendance capacity is being hit on subsequent showings, but there was a variance in matinee attendance. The neighbourhood shows are on a stock basis of 10 performances each, including four matinees. "Joan of Lorraine" is the new show at the Flatbush but the gross is close to that drawn by "Joan." Windsor is a 1,500-seater, Flatbush capacity being about 1,000 more.

## Schwartz Adds Players

Dina Halpern, character actress, added to the cast of "The Merchant of Venice," new play, which Marcia Schwartz presents at the Yiddish Art Theatre, N. Y., Sept. 29. She'll be the muni.

Mimi Serebov and Gustave Brown, are adding to the cast of "The Merchant of Venice," new play, which Marcia Schwartz presents at the Yiddish Art Theatre, N. Y., Sept. 29. She'll be the muni.

## 'ANNIE' OFF \$7,000 AS MERMAN VASCHES

What's-in-a-name is currently being exemplified so far as boxoffice standing is concerned by the road to "Annie Get Your Gun." Broadway's musical legend since opening in 1946.

Ebel Merman is now on a two-week vacation. Mary Jane Walsh is expected to appear in the role. While Miss Walsh is credited with a crack performance, show's gross has been dropping. The show is not gotten under \$44,000 since opening at the Imperial but approximately \$100,000 was taken in the last week.

Show, presented by Rodgers and Hammerstein, was careful in acquitting those who bought tickets in advance that the star would be off of "Annie" for the weeks of Aug. and 11, there being signs in the lobby weeks in advance of those dates. Ticket agencies were also requested to make it clear that Miss Merman would not appear and responses to mail orders were equally explicit.

## See 10 G For 'Colo. 'Harvey'

With the advance sale of \$74,000 for 33 scheduled performances of "Harvey" when the comedy opened in Detroit, the gross for the week was not estimated at the engagement. The advance sale of \$100,000 is of limited capacity, with around 700 regular seats, but chairs have been added. Gross for the week from Denver, which is 40 miles away and the highest gross for the week. "Harvey," Annual theatre activities were held in Chicago, where the show, tourists arriving at the former mining town from at least five far western states. Gross for the week was around \$25,000. Nine performances of the play were being matinees including Sundays.

"Ticket pot for 'Harvey' at Central City is \$5,500, the cheapest price for the week. The same scale used for grand opera, another feature of the annual show festivals. Frank Fay, who stars in the original "Harvey" on Broadway, and who is taking a vacation, is touring the cast there, supporting cast being the same as the original. Last season on the road With Brown back, "Harvey" opens in Detroit next week. The show is being run by way where Jimmy Stewart is substitutions for the lead, incidentally, drawings capacity.

## See Shubert Tryout At A.C. as Possibility For Year-Round Deal

Atlantic City, Aug. 12. A hope that the Shuberts might bring legit here all year round comes with the announcement that they have picked the city for the first showing of "We Love a Lassie," new comedy by Marcel Wallenstein and Kathleen Kennedy. The play will have its first showing in the Atlantic City theatre, where David Lowe has been bringing Broadway shows this season. It is slated for the first showing on Sept. 25.

The British picture star, Barbara Everest, is the lead in "Lassie."

# Equity, Managers In Closed Meeting On Negotiations; League 'Revolution'

## London Gets 'It'

Mae West is expected to appear in September, to rehearse and line up one of the cast for "Diamond Lil," which will be opened in London, Sept. Oct. 14, for the week of the other provincial dates to follow.

The show is slated to open in London, at the Prince of Wales, in the middle of January.

## John W. Davis Advises Equity On Labor Law

Though the managers want a basic agreement with the actors principally because of the stabilizing influence of the legit, the actors concede, the latter is more anxious to see the contract negotiated promptly because of the Theater Guild law. Many provisions of the legislation become operative by the end of the year. The agreement between employers and employees ended into after that time would be applied to the actors. The numerous requests were complied with by Equity.

After the deadline date Equity could not get a clear picture of its status under the new law from its attorneys and it's understood that the opinion of outside counsel was sought. Reported that John W. Davis, former Presidential candidate and one-time ambassador to England, was retained for that purpose.

Under the law actors would have to work with non-Equity-ites for at least 90 days, after which the latter could be required to join, but not a few players close in less than a month. Managers are concerned that non-Equity-ites would not be suspended so long as they paid dues according to the provisions of the Taft-Hartley measure. That any attorney can state the position of the new law is not clear. The law appears doubtful, and lawyers are expected to have a field day for years in the courts threatening out differences between employers and unions.

To be determined is how the act applies to shows in voting as to which shall be the bargaining agency. If each play and musical would be regarded as a separate unit in that respect, seats and "shows" would be required to vote on the question. Assumed that all would designate Equity but there would be no basic agreement. The new law would require that new members be agreed upon by the managers.

## Producers Show on Contracting For Tours Because of High UBO Terms

Contractors for legit road shows next season are slow in being signed, principally because producers are dissatisfied with the sharing terms offered by the United Booking Office, which is the only out-of-town theatres controlled or operated by Marcus Heiman, who is the UBO with the highest terms. It is the latter who have demanded higher terms for the theatres they are in the inclusion of the UBO in the expense items that make it tantamount to the same thing. Heiman is a former UBO member and is a liberal than most producers expect.

Sharing contracts for musicals on the road with the UBO is a problem, the gross but, it's claimed, because the attraction is called upon to pay for the UBO's share of the gross, among other items, the show's share may be as low as 65%, though that claim is believed to be exaggerated. UBO explains that the changed terms are the result of protests by out-of-town theatres which they claim operate on a cash basis. Tours of the UBO mentioned as being doubtful because of the high terms. The UBO includes "Show Boat," "Finian's Rainbow," "Another Part of the Forest," "The Great Waltz," "The Union" and "Alice in Wonderland."

Matter was an issue at a managers' meeting in New York. The UBO was present and willingly discussed the reason. He stated that he was "giving" the UBO a share of the gross. The UBO's share of the gross had increased from \$700 to \$1,000 weekly, out-of-town showmen took a share of the gross. The UBO's share of the gross had increased from \$700 to \$1,000 weekly, out-of-town showmen took a share of the gross. The UBO's share of the gross had increased from \$700 to \$1,000 weekly, out-of-town showmen took a share of the gross.

That Equity and the managerial League of New York Theatres are in an open conflict, with the union buddies, with the idea of agreeing to revisions of their basic agreement, is the main reason. Committee of the League, known as the "League of Managers (11), and will again be discussed on Friday (13). In the interval there are some discussions of both sides and related matters.

So far negotiating committees only have participated, and before signing a new agreement, the League's board must agree to any proposed changes. Monday's meeting was "closed," with no comment from the deliberators.

Sherwood Calls Meet The "revolution" within the League of New York Theatres suddenly erupted in a week when a session of show people "selected" for their known sympathies against Negro actors, was held. The session was called by Robert E. Sherwood. Later, an author-manager of the wayward League, known as the "League of Managers (11), and will again be discussed on Friday (13). In the interval there are some discussions of both sides and related matters.

A request was sent to the League by the actors to meet in a week when a session of show people "selected" for their known sympathies against Negro actors, was held. The session was called by Robert E. Sherwood. Later, an author-manager of the wayward League, known as the "League of Managers (11), and will again be discussed on Friday (13). In the interval there are some discussions of both sides and related matters.

It's reported that 31 out of the 37 producers of the new law, who signed the statement supporting Sherwood's stand, some show people mentioned were absent, but (Continued on page 52)

## BELASCO, WASH. FOR LEGIT UP AGAIN

Rehabilitation of the Belasco, former Washington legier, mentioned in the new law, is in recent years, may eventually during the coming season. Two Knott plays have been made for the theatre, which is government-owned and which was used during the war. The Shuberts are in the market for the house, also a D. C. group known as the Washington Arts Center Assn.

Later outfit is described as a combination of "cultural organizations," general plan being to present "high quality and amateur or semi-pro attractions, and to operate an American National Theatre and Academy of Music. The plan is to have an application to President Truman has been made in which it was requested that the government should possess of the property. Belasco is now being used as a warehouse for the U. S. Navy Department.

Cost of renovating the house is estimated at around \$50,000, much of it to be paid by the U. S. Navy. Similar improvement of a Broadway theatre would cost \$200,000. Washington became an all-year around theatre district, with plans for another legier were stymied because of building priorities, in addition to excessive building costs.

## Pfeiffer Reviving 'Swing Mikado'

Chicago, Aug. 12. Jules Pfeiffer will revive "Swing Mikado," one of the most successful of the A. F. A. musicals, in the Chicago Civic Opera House starting Sept. 2. After a long tour of the country, Pfeiffer is planning a Broadway stay after Jan. 1. Show breaks in at Toledo next week.

Play will have a Negro cast, as when WPA presented its version of the Gilbert & Sullivan favorite.













## Broadway

William H. Clark, RKO treasurer, vacationing in Hollywood.

Joe Heid, theater agent, on a campaign for Pat Lockout, L. I., this summer.

Cummings, general manager of the Pix Theatre Co., to the Coast for two weeks.

Joe Belmont is to be stage manager of "Music in My Heart," due into repertory next week.

Rudgers Nelson, RKO publicity manager in N. Y., back from rest cure at Atlantic City.

Emmett R. Callahan to manage "The Women's Film" road tour, with the Horst Wessel cast.

Bill Teller, former editor of the Broadway World, to the Coast to direct publicity director of the Broadway Rivoli.

Julia Maria Remarque granted citizenship papers, Novelist listed Germany when Hitler assumed power.

Grad Sore's daughter, Mrs. William Giraldi, became mother of a son, Giraldi Jr., in New Rochelle Monday (11).

Monday's (11) performance of "The Medium and the Telephone" cancelled because Marie Powers had been poisoning.

John Steinberg, manager of Hillcrest Country Club on the Coast, visiting last night at the Ritz in Saratoga before returning.

John H. Deane, former exec., Waterhouse audit supervisor for some of the best film companies, named controller of Film Classics.

Robert Ardrey, currently on the Coast, a screen writer, returned, reported working on a stage play with a political theme.

David Wayne back in "Fintina" after three afternoons at the Camera work in "Portrait of Jenny," part of which was filmed in N. Y.

Photographer Helen Tamm, to the Coast to direct dances for Universal's "The Sign of the Cross" in Park.

Phil Bloom resigned as general manager and associate p. for Jean Harlow, to set up a new theatrical relations office with legit p. David Lewis.

Bob Weisman, N. Y. Paramount theater managing director, taking his vacation at Groucho's, in the Catskills and, at the same time, at the Elmer Grossinger.

David Bliss wedding, which drew a mob of the Broadway show bunch.

## Cleveland

By Glenn Paulsen

Hildegard drew socko bit at Monroes Club.

Billie Morgan, guitarist, joining Spike Jones crew.

Arnell holding Statler bandstand until George Duff's act returns Oct. 8.

Joe Canale, cafe singer, had to cancel date at Borsellino's because of mother's death in Cleveland.

Milt Krantz remodeling and modernizing auditorium at the Casino, starting leg work on Sept. 8.

Sam Zucker playing package show, by Marie Howard, in Skyway Aug. 24.

Peggy Howard's hill-billy troupe from WJW and Joe Roth's rock n' roll band, playing at the Casino for three weeks.

Sammy Watkins' band taking summer tour, with Dave Ennis' WJW staff orchestra plunking it for at the Vogue Room.

Herman Pirtcher has his Alpine Village band in show for the next three months, when he and wife will be in Europe.

Sam Heller, sponsoring Roman Vaudean Singers' concert in Cleveland Aug. 22 as well as in nine other midwestern cities.

Bert Leisner, who has won honors in Variety Club's golf tourney with a score of 20, to be in the tour.

Knocked off handicap prize for having low gross score.

Joe Cain off to West Coast to look at rushes of Ken Murray's film "Barton's Trial" under the direction of local Frank Sennas have under contract.

Alan Schneider, guest-director at Cain Park strawhatter, resigning from drama faculty at Washington University in Washington (D.C.), to become casting director for theatres.

## Pittsburgh

By Hal Cohen

Fred Astaire dithering to open a school here at the Verona LaSalle studio.

Joe Heller's mother out of the Shadyide Hospital after a week's convalescence.

Mountain Playhouse at Jeannette, Pa., has "Philadelphia Story" in repertory this week.

Stephanie Diamond subpoenaed for testimony in the trial of the WCAE show.

Two Foxhams (he's WJB district manager) celebrate silver wedding anniversary.

Local attraction booked for Nixon is "Chocolate Soldier," scheduled for Sept. 22.

Sammy Spanzanos have gone to Atlantic City for a couple of weeks to work up some new material.

George Sarvis has been managing

WJB's Liberty theatre in Warren, Pa., for 33 years now.

NBC has asked for a recording of "The Great American Songbook," having given quite a sieve of it in hospitals eight weeks earlier.

Johnny Carson, who arrived six days down to Atlantic City for a look at the "The Great American Songbook," has taken his first couple of weeks.

Close of summer opera season, Ruth Pivovort has gone to New York to study dancing for two months.

Frances Yates goes to House of Hectors, where she will be singing at Bachelors Club ahead of time.

Janie Smith, Tech drama graduate, arrived this week at the house, "Mach," with another Tech alumna, Bill Elythe, in "Glass Menagerie."

Harry Hendel off for coast again to put his and Bert Sennas' second indie picture before the cameras. Their first, "Dragonet," will be released in September.

## Chicago

Sid Ross, United Artists branch manager, back to work after brief illness.

Herb Carlin in New York to view legit show for prospective Opera House.

Jack Warner, Jr., attended his first show at the Chicago Theatre.

Walter Winchell, who is flying to Florida to help coordinate the birthday at their Miami Beach home.

Jimmy Savage, Balaban and Katz publicist, coming to work with leg of the Chicago Theatre.

Jimmy Dunn, Fox Baiter and comedian, back to work after a week's stopover trip, here visiting his mother.

Bella D. Kitch, daughter of David Kitch, dancing at the Elmer Grossinger.

Jimmy Dunn, Fox Baiter and comedian, back to work after a week's stopover trip, here visiting his mother.

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## London

Most of the Royal Family took in the London show, the Queen's birthday party.

The Queen was accompanied by the King, Princess Elizabeth, and Prince Philip.

Lord Bligh due here today (13), his first trip since the war.

Constance B. Feldman, L.A., to look over the music situation.

Johnnie Walker, arrangements for dawning British vaudeville stars for the London show.

Clare Anne Shelton, Vera Lynn, Ann Marie, and Harry Robson, for more Decca talent ends.

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first winter premiere by Jostadt theatre.

Austrian theatregoers formed an association, electing Hans Horak (Kammerspieler), president.

Victor Frunze, director, and Viktor Frunze, producer.

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## Hollywood

René Clair in from Paris.

Ray Del Rio, divorcee, to the Coast.

Al Rockett laid up with flu.

Joe Heller's mother out of the Shadyide Hospital after a week's convalescence.

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# Low Dollar Exchange

Second American invasion of Europe Continued from page 1

are today again many visitors from the U. S., but the real bulk of American Riviera enthusiasts have not popped up. This is due to the fact that the extremely low official exchange rate of the dollar—about 16 francs to the dollar—has here very rapidly made most hotel owners complain about it and say the French government should raise a special tax on the dollar exchange rate to be more specifically changed to the high cost of living in southern France.

Everybody here agrees that the Cote in the past two years have kept the Cote alive. While the German soldiers in their boots trampled through the halls of the palaces and casinos, the concierges, waiters, bellboys and the other personnel have lost the l'habitude du client. They are therefore grateful that the GIs did not consider themselves as soldiers on the Cote d'Azur, but, moreover, as clients. They began once again to give tips and brought life back to the Riviera.

There is nothing more desperate, however, of a tourist here than it was revealed, "that an open hotel with customers who are not customers." He is referred to the years of the German occupation.

## Plans For The Future

Now that the first real postwar season with all its glamour and under the way, the numerous Syndicates d'initiative are working on various different plans for the future. In Cannes, Monsieur Vieux, Chief of the Bureau du Tourisme, indicates that the future of Cannes is bright. It is definitely over. The new type of modern hotel de luxe will be a completely small business, and the client will cease to be a number. The tendency will be to individualize the customer. There is a trend from economic reasons because the general costs of keeping the grandiose palaces have risen very much.

On the other hand the rich clientele from the U. S., from Britain, Switzerland, etc., will continue to stay in super-elegant smaller hotels. Typical examples are La Reserve, at Beaulieu-sur-Mer, and the Hotel de Ville, at Capri, one of the most beautiful spots of the entire Cote, and the Hotel de Antibes, which is also very particularly enjoys at present a tremendous reputation.

A season on the Cote d'Azur would be a real one without the Duke and Duchess of Windsor. As a matter of fact, this is the first time since the war that the Duke and Duchess have come back to the Riviera. Their visit this time, however, has not the same aspects as formerly. One doesn't know exactly why, but 40 French gentlemen, and some Scotch gardeners, must stay at night in the villa La Croix where the Windsors are staying. The rumor goes that the authorities are looking for a tenant (Irgun). As a result, one doesn't see the Duke drinking at the Negresco, as he used to do every afternoon before the war. The ex-Mrs. Simpson doesn't go any more to the Eden Roc beach before the end of the year. The Windsors live quite secluded, and only once, at a Concours d'Equipe de Jumping, they appeared in public.

Cannes and its neighborhood are, of course, the rendezvous of the showbusiness, politics, literature and café society. Maurice Chevalier is just back from the States. He is never seen now without his monocle. He is helping to prepare the Festival of Cannes which will begin Sept. 12. The site of the future Palais du Festival is on the Felix Avenue close to the heart of the palaces, next door to Felix's world-famous bar. Three colored workmen are busy in the middle of the night, and by 6 a.m. till midnight but they will have to perform miracles in order to have the festival ready for the opening day. At this writing one doesn't see much but the foundation of the building.

## Festival Campaign

Count d'Herbement a few days ago gave a luncheon at the Carlton in order to start the publicity campaign for the festival. He invited a number of stars, among them the President of the festival, the late Lucien Ballard; Chevalier; Lady Hamilton; the famous woman painter, Gertrude Stein; the actress, Gaby; the British actor, Stewart Granger; Monsieur Billeraud, the president of the festival; and a new French star, Martine Carol, and last but not least, Elsa Maxwell. The latter enjoys the publicity here. She is considered an unofficial American ambassador, and local

would be relatively modest, but before the cameras of actors lights would be considerably higher.

## Patterned After SAG

One phase of the proposed video code that differs sharply from AFRA's network code is that it would provide different pay scales for the various classifications of actors in the SAG code. That is, the proposed scales quoted above would apply to actors playing principal parts, while bit players, extras, groups, etc., would get proportionately less pay for shows and rehearsals.

George Heller is chairman of the proposed video code, which covers television, and Vinton Hayworth, a member of Equity, SAG and AFRA, is chairman of the sub-committee. When the general outlines of the proposed code have been approved by the AAAA affiliate memberships and governing boards, the television committee will be authorized to enter negotiations with the studios. It is explained that the reason for the secrecy about the actual details of the code is to bring working conditions to be two-fold. On one hand, it is figured a bargaining advantage to be gained by opposing negotiators guessing what the demands and intended concessions of the studios may be. On the other hand, the studio memberships don't know what the proposed pay scales are, they won't agree to them until the negotiators may be able to get.

## Tucker Auto

Continued from page 1

series, such as the Globe, Gotham or Victory. Tucker car, chairman of the first one actually to incorporate modern postwar design, including an engine that has been playing to an average of 15,000 miles daily at the New York Museum of Science and Industry in New York City. Admission is a straight 48c, including tax. Mrs. Tucker has been considered a particularly phenomenal example of the fact that the display hasn't been advertised nearly so much as the other exhibits.

Museum is a privately-operated, non-profit organization. All profits, consequently, are to be turned back into the museum. The museum is to be expanded to the "Democratic" and "Fascist" exhibits, a Palestine exhibit, which has been showing at the time with the Tucker car, to express the decline of the world.

Whether Preston Tucker, the car's designer and builder, pays rent for the showcase or gets a cut of the profits. The museum is open to products of any industrial manufacturers, if their products contain "suitable public interest."

## MARRIAGES

Helena Arnold to Al Rockwell. The bride, 28, is a writer at KRNT, that city; he's assistant director of same station.

Dorothy de Grange to Thomas W. Baldrige, Winchester, Va. Aug. 8. He's Middle Atlantic States rep. of Metro's promotion dept.

Robert B. Brown to Robert Reed, Davenport, Ia. Aug. 10. He's news director of Station WOC, Des Moines.

Barbara Lynn to James Cuthbert, New York, Aug. 6. Bride is of the vaude and cante dance team of the New York City. He's a radio and Loew vaudeville booking office.

Elaine Grossinger to David Pless, New York, Aug. 2. Bride is daughter of Jennie and Harry Grossinger, operators of the Grosinger hotel resort.

Barbara Jeffers to Jack Kendall, in Pittsburgh, July 31. Bride and groom are with Grand Ole Opry radio troupe.

Carmella Chenoweth to Augie Pleva, in Pittsburgh, Aug. 9. Bride and groom are with WB theatre.

## TELE SCALERS

Continued from page 1

ers and executives of the Alliance unions. In general, the proposed plan would follow the outlines of the AFRA commercial network code, but it would set pay scales and working conditions according to length of shows, number of rehearsals, hours, etc., rather than the weekly-salary or day-rate basis of stage or film acting.

One of the details are known of the proposed pay scales in the tentative plan. For instance, the proposed scale for a 15-minute show and rehearsals are understood to be approximately the same as for a 30-minute show, but of similar length. The radio fee is \$45, with one hour rehearsal and one hour rehearsal and one hour rehearsal. In the case of tele, however, the tentative plan would differentiate between the radio and tele, and that under the camera lights. The fees for preliminary rehearsals

# OBITUARIES

## WILLIAM R. WHEAT, JR.

William R. (Bully) Wheat, Jr., veteran Pittsburgh district exhibitor, died recently in the Sevier Valley hospital after a long illness. Known for many years as "The Colonel" among his associates, he entered exhibition in 1910, converting an old storehouse into a nickelodeon, which he had since rebuilt the present Sevier Valley theatre in 1915. Some years ago he made several large investments in nearby Coropola.

Following the death of his wife several years ago, Wheat's health began to decline. His son, William R. Wheat, 3d, subsequently stepped in to relieve him of the active management of the Wheat houses. Wheat was a veteran member on board of directors of MPFO, Western Pennsylvania, a post to which he succeeded this year. Also surviving is daughter, Betty Ann Foster, of Annapolis, Md.

## S. D. WOOTEN

S. D. Wooten, Sr., 80, a pioneer in the industry, died Aug. 7 at his home in Hernando, Miss.

A builder of electric systems in the Mississippi cities and associated with many businesses, he operated four film houses in the area.

## CARL H. FULTON

Carl H. Fulton, 55, one of Chicago's earliest exhibitors, died Aug. 8 of a heart attack while on fishing trip in Maryland. He was the manager and co-operator of the Fulton & Grossman Theatres, and was also president of the Fulton & Grossman Co. Survived by widow and stepson.

## EDWARD E. HELLER

Edward E. Heller, 57, a branch manager of Kay Film Co. in Charlotte, N. C., and known in film industry through the management of the Kay Film Co. for many years, died Aug. 1 in a Charlotte hospital.

George Munro, 90, died in Chicago, Aug. 3, after being ill for four years. He was the manager and co-operator of the Munro & Co. in Chicago. He was singer in the St. Ann's choir, after active retirement had run studios there. Survived by widow.

## Major Ferdinand R. Lohack, 68

died in Wayne, Penn., Aug. 5. He was a former bandmaster and since 1925 to Miss Mariette Udel of Spencer, N. Y., after many months illness.

A native of Paterson, N. J., Les was a vaudeville and musical comedy comedian until his marriage in 1925 to Miss Mariette Udel of Spencer, N. Y. He then joined WHAM as a writer, actor and director, developing the State Opera House, Arpeko Minstrels and the Hank & Herb series with Gene Lane, also a former actor.

## ABRAHAM BALTIMORE

Abraham Baltimore, 78, veteran stage and screen actor, died July 29. He opened his first theatre, the Lyric in New Castle, Pa., in 1909, operating it until 1925. He operated two other houses there until 1925. He was vice-president of the Motion Picture Exhibitors' Managers' Institute in Elmira in 1927, holding that position until his death.

## BOLDEN SWIGER

Holden Swiger, 68, picture theatre manager in Cleveland, Elvira and Akron, Ohio, died July 29. He was manager of the Cleveland Telwines theatre shortly after it opened in 1910. He managed of three Elvira theatres—the Palace in Akron and Farmington houses in other cities. He and widow and two stepchildren survive.

## W. J. FEMBERTON

W. J. Femberton, 63, died in London, Aug. 6, after a lengthy illness. He had been a show producer in the London and was the Chi cat's biggest success was the revue "Sweetest and Lowest," which he produced. He was secretary of the Dublin, the show running at St. Martin's theatre since 1943. Show has been produced in other cities.

He married Miss Suzanne Giff, Belgian actress, in 1945, who survives him.

## WILLIAM E. WILKEN

William E. Wilken, 67, who was publicity man for the Famous Harry M. Y. Legit productions, died in Logansport, Ind., Aug. 7. He had been publicity man and manager for about 40 years, mostly as advance man for road shows.

He was married to Logansport to work as ad salesman for Logansport Press but later returned to show business.

## JACK R. STYHN

Jack R. Styhn, 57, veteran showman and for five years manager of Cameo theatre, South Orange, N. J., died there Aug. 6. He started his career as manager of old Bijou in Orange and later managed the Embassy, Orange, and Hudson in Kearney, N. J.

## GEORGE LEE WIDEN

George Lee Widen, 18, of Hartford, Conn., a singer, drowned in the Long Beach, Cal., harbor, off Chicago, July 31. He had been on a week's vacation visit with his father, who was the manager of the Widen had sang with night club, hotel and theatre bands in Connecticut.

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He married Miss Suzanne Giff, Belgian actress, in 1945, who survives him.

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# "Be Lovelier Tonight!"

"My Beauty Facials bring quick new Loveliness"

*Ilona Massey*

"You'll be delighted with the way my Lux Soap facials really make skin lovelier," says beautiful Ilona Massey. "Here's all I do: I work the fragrant Active lather well into my skin. Then I rinse with warm water, splash with cold. As I pat gently with a soft towel to dry, skin takes on fresh new loveliness!"

Don't let neglect cheat you of Romance. This beauty care Ilona Massey recommends will make you lovelier tonight!

In recent tests of Lux Toilet Soap facials by skin specialists actually three out of four complexions improved in a short time.



"I'm certainly glad I took Ilona Massey's tip. Her Lux Toilet Soap facials are quick and easy but they really work."

"My skin is softer, smoother since I started to take Active-lather facials the way the screen stars do."

**Ilona Massey**

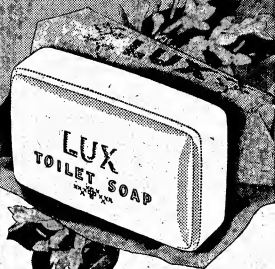
Star of Republic's

*"Northwest Outpost"*

Now Showing Locally



Men always thrill to skin that's lovely to look at—smooth to touch. Hollywood's beauty care will help you to have it!



A product of  
**LEVER BROTHERS COMPANY**

**9 out of 10 Screen Stars use Lux Toilet Soap—Lux Girls are Lovelier!**

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VOL. 167 No. 11

NEW YORK, WEDNESDAY, AUGUST 20, 1947

PRICE 25 CENTS

# RADIO'S 52-STAR COMPANION

## Sinatra Can Make Up to \$50,000 Weekly in New York Capito Date

Hollywood, Aug. 19. Frank Sinatra gets a guarantee and percentage deal from the Capitol theatre, New York, for a date opening either Nov. 13 or 20, the first time in that theatre's history that a performer has gotten an assured salary plus a cut of the profits. This apparently justifies his shift away from the nearby Paramount, which played him when he was on the up-beat and every time he's worked Broadway since.

Sinatra's deal calls for a guarantee originally quoted at \$25,000 but which assertedly has been dropped, probably to \$20,000—against a slice over an undisclosed amount. Since the Cap is he can come out with between \$40,000 and \$50,000 for his end. Paramount, incidentally, is claimed to be plenty peeved at Sinatra's shift away from that house for the first time since he became a household byword. But, to say the least, that the Par had first crack at the singer, but refused to pay the kind of money he and MCA were asking—meaning the percentage arrangement.

Bill to accompany Sinatra has been set only as far as the Skitch Henderson, orchestra, now at the Pennsylvania hotel, N. Y.

## Audition Disks Seen Paving Way for New Type of Pubs' Royalty

There's a possibility that sometime in the future music publishers will be drawing royalties on recordings from a completely unexpected source—the audition disk. Thousands and thousands of audition tapes are made annually by various organizations, such as rehearsal studios, advertising agencies and radio stations, off-the-air-recording firms which specialize in transcribing.

(Continued on page 49)

## DRIVE-INS UNFAIR TO PRO BABY-SITTERS

Chicago, Aug. 19. Drive-in theatres in and around Chicago are enjoying a season of ultra prosperity, and one of the big reasons for it is the high cost of baby-sitters. It's the one way that parents can spend an evening out without being on the cuff for guard duty.

Average tab for baby-sitting in this town is \$4, and that covers four hours of sitting at 7 p.m. an hour plus the price for the cab in which the sitter is sent home. Hundreds of Chicago parents have found that it's sidestepped this nifty and still get a summer evening's diversion by referring to a drive-in theatre, bed the youngster comfortably in back of the car and then settle themselves down for the screen entertainment.

## Cleric-on-Leave Weds Co-Troupers in St. Louis

St. Louis, Aug. 19. Rev. Roland Eason, pastor of the Christian Church, East, Okla., on leave during the local municipal Theatre season, in which he is a warbler, last week wed two other members of the warbling chorus. He solemnized the marriage of Edith Henderson, soprano, Chicago, and John Edward Groberg, tenor, Valley City, N. D., at the Westminster Presbyterian Church, with Edwin McArthur, the troupe's musical director, playing the wedding march on the organ.

## Juke Operators' Take Drops Due To Taverns

Chicago, Aug. 19. Jukebox operators are beginning to feel the competition from television sets located in taverns in the Chicago area. Loss of revenue from such spots, compared to the takes of a year ago, ranges from 10% to 50%, according to such major firms as the jukebox operating field as the Universal Automatic Machine Co. and the ABC Music Service Corp.

(Reports from all over the country also reveal jukebox declines in taverns as a result of television.) It's in the early evening hours, when television in the taverns gets heaviest attention. Diskbox have found that during the videodisks, which average three hours night, nickel-dropping is at its lowest ebb. On a typical 100-bottle collection of records, the average of \$7 per box to \$6 and 55, directly to the detriment of the jukebox. This reflects a minimum loss of \$100.

(Continued on page 55)

## War-Shock Film To Be Remade by Army

In a move to give the public a glimpse of the Army's psychiatric techniques in war-shock cases, the Signal Corps' film division is currently making in general release one of its top wartime feature-length documentaries, "Let There Be Light." Signal Corps' plan is to re-do film with professional actors after the soldiers who appeared in the original film as genuine psychos cases refused to sign releases.

New production, which will follow the original's action in exact detail, will be the first authentic film to show publicly the warco-synthesis method for cure of mental disorders. Joe Henabery is directing the feature, with Frank Payne in charge of production.

## END OF SUMMER DOG DAYS MAPPED

By GEORGE ROSEN

The "Mosquito Network" has seen the last of its dogdays, if the plans of some of radio's top personalities and sponsors bear fruition.

Ped up with the heurist that is given summertime radio, these proponents of "let's-give-radio-back-to-the-people-on-a-52-week-basis" are ready to put the bite on the bank-rollers of radio's top shows to persuade them and their star performers to remember their customers in June as they do in December.

The conviction that summer radio and its audience pull are being undersold, that an accurate gauge of June-July-August listening will reveal a far healthier situation than the Hooper ratings now disclose, is spreading throughout the ad agencies and among the sponsors with a momentum that has already sparked some of the action.

Eddie Cantor, his sponsors, Pabst, and the Pabst agency, Warwick & Leggett, have already moved into high gear. Cantor says it will be his last summer off the air as the beer company's star salesman. Pabst says its summer sales are up 32% over the rest of the year—"were

(Continued on page 55)

## Pemberton to Join Equity as a 'Junior' So He Can Do 'Harvey'

When Brock Pemberton plays the lead in "Harvey" at the Barty theatre, Abington, Va., summer stock spot the week of Sept. 8, he will have joined Equity, a requirement for newcomers in strawhats, as he is president of the managerial League of New York Theatre as a pro.

(Continued on page 45)

## BARNEY ROSS, GARFIELD SPAR OVER FIGHT PIC

Barney Ross, ex-lightweight and welterweight boxing champ and now an ex-ec with the Blackstone Co., N. Y., at agency, has hired Jerry Geisler, Coast attorney, to represent him in a snarl arising out of Enterprise Pictures' filming of "Body and Soul" starring John Garfield.

"Soul," a prizefight pic, was substituted for a Ross biog which Garfield had optioned with the idea of playing the lead. It's all a matter of equity. The ex-champ does not represent that any of the "Soul" story is part of his life, though he is, and has one slight similarity to an incident in Ross' own life.

Ross reacted to Garfield paid him \$15,000 for options on the biog, but later, without notifying him, Geisler, one of the attorneys in preparation for "Soul," a prizefight story alleged to have been gambling and racketeering in professional

(Continued on page 49)

## Americans Wary of British Losing The 'Hollywood Habit' Via Tax Rebate

### Theatre's Biz Dying, So Doubles for Funerals

Minneapolis, Aug. 19.

Lawrence Wilder's theatre at Milton, N. D., doubles from flimsy to funeral parlor.

Wilder claims show business is so bad that he needs the additional revenue. With pic performances only at night, he rents out the theatre afterwards as a funeral parlor.

## British Cabinet Mulls Alternate Plans to Pic Tax

London, Aug. 19. Prime Minister Clement Attlee, Herbert Morrison, Ernest Bevin, Hugh Dalton and Sir Stafford Cripps interrupted their holiday to hold cabinet session yesterday (18) and today (19) on the U. S.-British loan negotiations, giving special attention to the film tax against Hollywood. Decisions will include alternative proposals to tax, which will immediately be phoned to Sir Wilfrid Eady, treasury mission chief now in Washington.

It's understood substitute schemes, also severe, will include extra long-term profits freezing and guarantees; guarantees of greater American expenditure on filmmaking in England; and unimpeded dollar flow from British film earnings. Eady is instructed to tell President Truman that film and tax relaxations are only possible if America reciprocates with loan relaxations.

An important treasury official told VARIETY: "The American public is unfortunately not fully alive to our economic plight and we have no alternative, but to curtail by some means, preferably acceptable to both countries, the present American film expenditure."

Big Five discussions will also include blueprint of British film industry and theatres' future.

## Cohan, Jr., Would Do Dad's Plays on Radio

George M. Cohan, Jr., who at 23 has just made his belated debut as an actor, is being offered in Manhattan radio circles as chief personage of a proposed radio package to swing on the 34 stage plays in the estate of his father. The old Cohan piece have been little used on the radio with the possible exception of "Seven Keys to Baldpate."

Recently the CBS full-hour dramatic series, "Studio One," dusted off the old Cohan farce, "Baby Carline," one of the staples of Cohan's works, which had a good run years back at the Henry Miller theatre, N. Y.

Not much has been said about it on either side of the Atlantic, but neither British nor Americans are unmindful of a strong factor on the side of the English in breaking the present deadlock on the 75% tax issue. It's no secret that pictures are largely a habit—and U. S. producers, no matter whether they get a profit out of England or not, for the time being, won't take a chance for long on the British, people losing the habit of seeing American pic or forgetting American stars.

Whether they are talking about it or not, however, the British government cannot be unmindful of the likelihood of U. S. producers in due time tossing overboard their resolve to send no more pic to England unless the last on profits of American films there is relaxed. Meantime, this possibility of Britishers forgetting American pic remains a source of worry to the U. S. Industry, which is banking on a change in the tax situation before the present six-month supply of product in England runs out.

Their another's highly important (Continued on page 45)

## York's Homer Proves Just a Fowl Ball For Elson's Turkey Flyer

Chicago, Aug. 19. Bob Elson, play-by-playcaster of the Chicago White Sox games, laid himself open last week to an embarrassing avalanche of telephone calls when, while Rudy York was at bat in a night game with the Cleveland Indians, Elson offered to buy turkeys if York hit a homer off Bobby Feller, who was pitching at the moment.

No sooner were the words out of Elson's mouth than Rudy smacked out a four-bagger. Calls soon flooded the switchboard at Comiskey park, where the game was being played, and the bombardment continued through the night hours.

(Continued on page 49)

## BEANING FORCES COMO OFF CHICAGO STAGE

Chicago, Aug. 19.

Perry Como sued a painful bruise and burn on his forehead Sunday (17) when hit with a hard piece of candy from the balcony of the Chicago theatre, where he is doing a week's run.

Como had the house lights turned on and dared the assailant to stand up and make himself known. After the hurler elected to remain anonymous Como resumed his song but the crowd's cheering broke down and walked off the stage. The lump was swelling to the size of a walnut.

Como opened two days later in severe pain from an abscessed tooth. The piece of candy just missed an eye.





# British-U.S. Situation Forces Rank To Lower Ceiling to \$1,000,000 Pix

London, Aug. 19. Wave of economic uncertainty sweeping through the U. S. film biz as a result of the blowup of Anglo-American, plus relations with its counterpart here. Supporting fact that a nosedive in international film trade is going to hit profits and production budgets on both sides of the Atlantic, J. Arthur Rank, British producer, has suddenly clamped a \$1,000,000 ceiling on all future films with few exceptions.

At the same time Rank denied categorically reports that he had ordered cancellation of super-productions such as Paul Robeson's "Precious Bane," Arnold Pressburger's "Then and Now," the Ann Todd starrer, "Passionate Friends," and Margaret Lockwood starrer, "Mary Magdalene." These pix will be resumed after the fortnight studio holiday Rank said.

Greater stress will be placed on (Continued on page 58)

## 20th, PRC in Unusual Co-op Maneuver On Conflicting Pictures

Hollywood, Aug. 19. Unusual example of inter-studio cooperation has resulted in the reshooting of parts of PRC's "The Road to Glory," originally titled "Tomorrow You Die." Film, budgeted at about \$1,000,000, was based in part on recent Chicago incident involving a man wrongly convicted and imprisoned.

20th-Fox toppers, prepping high-budgeted "Northside '77," based on a recent incident, learned PRC film when it was nearing completion. Westwood film completely revolves around the Chicago incident with title stemming from phone number used in an ad which sought information to clear the innocent convict. As a result of extensive huddles between PRC and 20th, smaller studio cheerfully agreed to reshooting its film in order to avoid obvious comparison with 20th features.

Understood that when huddles finally broke up, 20th-Fox, wishing to retrograde in kind the gesture, offered to give "advantageous playing time" throughout the studio-controlled circuit. Offer was accepted. Incident is believed to be the first in which a smaller studio and one of the majors were able to get together and adjust a dispute amicably.

## Broidy's Europe Tour

Paris, Aug. 19. Steve Broidy, Monogram's prexy, is on a European tour in an attempt to transfer to the Continent the financial balance. Broidy succeeded 100% in Holland and hopes to effect the transfer of \$100,000 while in Paris. He then proceeds to Zurich and Rome, where Monogram may produce another picture. Broidy also arrived here to look over the remittance of coin.

French are due to make the first payoff this month on the \$11,700,000 due the U. S. film industry. The French are in agreement last spring to unfreeze. There is understood to be a delay due to accounting difficulties.

## Sperling Gipped

Milton Sperling, United Pictures' prexy, arrives in Hollywood this Thursday (14) for talent and story buys but has been bedeviled in hotel with grippe.

Before returning next Monday (25), he will confer with Warner Bros. to discuss the \$100,000 due him on his next production, "Ever the Beginning," starring Lilli Palmer and Sam Wanamaker.

## 'Amber' Credits Perlberg

Hollywood, Aug. 19. William Perlberg, who had produced the picture on "Forever Amber" before directorial and cast changes were made and Darryl F. Zanuck took over production responsibilities for 20th-Fox, will receive producer credit on the film.

Zanuck on credits will be listed as presenting picture, Otto Preminger gets directorial credits.

## H'wood Busy Elsewhere—No Time of B'way

Coin-saving determination evinced by all companies since imposition of the 75% British tax has virtually eliminated "temporarily, at least" any thought of pre-production deals or investments by studios in Broadway plays. Lack of film money for shelving just makes that much tougher the already expensive difficulty which left producers are facing this season in lining up backing.

Only one pre-production and one investment deal have been made since shows coming up, and negotiations on the peace pipe are continuing before the British tax was imposed. Pre-production arrangement is on "Comanche," which is being set up with a \$100,000 guarantee against a \$300,000 top. Yarn was bought as a Clark Gable starrer. It has been produced on Broadway by Kernell Bloomgarden and Metro talent exec Sidney White.

Only show in which a film company has an investment is "Allegro," in which 20th-Fox put \$100,000. A musical by Rodgers and Hammerstein, being produced by the Theatre Guild. Fox investment is all out of the gravy the studio has made via investments in two previous B-I hits, "Oklahoma" and "Carousel."

## Yates, Harry Goetz Still Puffing Pipe of Peace, But at Each Other

So far as can be ascertained, little progress has been made in puffing the peace pipe since Herbert J. Yates and Harry Goetz put a match to it last month. Yates, Republic prexy, who controls a large share in the deal, and Goetz, a member of the board, who likewise controls a considerable number of shares, have been in a dispute since the beginning of the year over management policies.

Whether Goetz chooses to make a compromise, continue his battle or "purification" of the company over war issue between them is expected at the board meeting scheduled next week.

If Goetz can get further assurances of support from Germany, he's presumed hell carry on his fight, since in a battle for stockholder proxies he had a very good chance of winning. He figures that with Brulow backing he'd control almost \$100,000 shares, as against Goetz's approximately 200,000. About 800,000 (Continued on page 58)

## Tracy, Hepburn in 'Sun Down'

Hollywood, Aug. 19. Spencer Tracy and Katherine Hepburn will costar in "Before The Sun Sets," Elizabeth Metzger Howard novel.

Pan American produces at Hollywood. After Tracy winds "State of Union,"

# MAKING MOVIES UNCOMPROMISE

Washington, Aug. 19. Motion Picture Assn., playing close to the vest in the international poker game, whether and how much the 75% British tax on U. S. pix will be reduced. The association leaders here are receptive and willing to listen to anything but "making no moves for the time being."

Eric Johnston, MPA prexy, remains in semi-seclusion at his home in Spokane, with the Washington offices in charge of Joyce O'Hara. Meanwhile, O'Hara is awaiting an invitation to take from the British financial delegation, which began discussions yesterday (18) on modification of the \$2,720,000,000 loan agreement.

Shortly before he left London to come here, Sir Wilfred Bradd, the English group, announced he would contact MPA. The call is expected for this week, with O'Hara ready to meet and listen.

So far as he negotiates, Johnston and American officials are concerned, the question of the picture tax is definitely "up in the air." It will probably be given detailed treatment in a sub-committee, if that body is set up. The committee, if set up, will be headed by the Department of Commerce, which represents the commercial interest of the U. S. from overseas, and expected to be active. Nathan D. Golden, motion picture consultant to the U. S. State Dept., is also probably to be appointed a conferee.

Matters are presently in the preliminary general discussion stage and will not get down to particulars until later in the month. (Continued on page 23)

## 'Moral Compensation' Lacking in 'Brothers,' Sez Green in His Nix

Contrasting moves on the British and American sides in the highlighted last week when the Catholic Legion of Decency dumped J. Arthur Rank's "Brothers," which Sydney Box turned out in its condemned bracket, is on the griddle again. Rank's "The Brothers," which Sydney Box turned out in its condemned bracket, is on the griddle again. Rank's "The Brothers," which Sydney Box turned out in its condemned bracket, is on the griddle again.

Rank is cold-shouldering the pic on the ground it lacks complete consumption. That he's taken umbrage to a scene (Continued on page 20)

## National Boxoffice Survey

Break in Torrid Weather Ups Biz — 'Stranger,' 'Bachelor,' 'Ruth,' 'Kissing,' 'Hucksters,' 'Brute' Pace Field

Break in the new record heat wave in many sections of country, which gave patrons a chance to attend the theatre, instigated a boxoffice brightening the gross picture in many key cities during the last week of the first half of the year. A resumption of torrid weather, this brought a healthier tone to big general picture.

"Home Stranger" (Par) dimmed out top position this stanza with "Bachelor and Buxsome" (RKO) and "Ruth" (WB). In fact, it appears that only a lack of playdates is holding the latter picture first. "Stranger" is playing in more than eight big cities, being strong in C. C. Ford's Chicago, where it's big in Chicago, fine in Minneapolis, smash in Detroit, a new record in Philly, stunner in San Francisco and \$105,000 for second week at N. Y. Paramount.

# Hints That Producers May Have Found It 'Expedient' to Foster Labor Strife in Hollywood Studios

## Easier Way to a Living

Marvin Stahl resigned as Eagle-Lion producer to take over management of Lansing Country Club, Lansing, Mich. He was golf pro there from 1937-1942, when he resigned to join Pathe Industries as assistant to Kenneth Young.

Stahl moved over to PRC in 1945 as assistant to Reeves Epsy, and Bryan Foy made him a producer when E-L was formed. He made "Born to Scream," "Heartaches" and "The Big Fix."

## Mason To Parlay Producing With Thesping in S.S.

James Mason intends to turn producer and parlay that stint with thespians to stage pix to be made in the U. S., he said this week. His first commitment is a two-picture deal with Sir Alexander Korda but once that's tucked away the British actor will fill in as producer in his own films.

Initial effort as producer-actor will probably be on the novel, "Lady Penelope," which was authored by his wife, Pamela Kello, and published in England. Mason said he's already working on a screen adaptation of the opus in collab with his wife. Title would be changed to "The Falcon" since original is too similar to "Possessed," a Warner Bros. release.

Both J. Arthur Rank and Sydney Box, who heads Gainsborough Studios for Rank, have put the bee on Mason to take over the pivotal role of Christopher Columbus in the case of the same label, which Box will produce. (Continued on page 23)

## MARK, RYAN IN GERMANY

Paris, Aug. 19. Hollywood actress Peggy Ryan and her husband, Jimmy Cross, are justifying Chino Marx in Frankfurt, Germany, next Monday (25). They'll entertain U. S. occupation troops there for a week.

## Walls Returning

With the shooting in England of Paramount's "So Evil My Love" now paused off, Hal Wallis said aboard the ship he'll be back next Wednesday (27) on the first leg of his homebound tour to Hollywood. The Paramount producer is due on the Coast, Sept. 7.

Breakup of the troupe finds Ray Milland, who's the pic's star, at Lewis Allen, director, on the Continent to film exterior. Both are working on Pat's "The Bad Victory." Geraldine Fitzgerald, another of the six of "So Evil," planes for the S. S. late this month.

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## Biggest Half-Year for Pix

Film industry stockholders had their biggest half year in history during the first six months of 1947, according to dividend figures released last week by the Department of Commerce.

In that period it cut dividends for a total of \$24,286,000, compared with \$17,100,000 for the first six months of 1946, the record year for the industry. In June of this year the dividends amounted to \$7,987,000, which was 43% over the \$5,570,000 for 1946.

And that's not all. Department of Commerce reminded that these figures are only quarterly reported, and dividends which normally account for only about 60% of all the cash dividends actually paid.

## RKO Figures on Lush 3d-Quarter After Half-Year Profits Dive 50%

With a number of the hottest box office projects on deck or ready hitting the screens, RKO looks for hyped third-quarter returns after a dive 50% second-quarter dip (before taxes) in the June dip of coin-copping which should help RKO recoup lost ground are "The Bachelor Party," "The Bobby Soxer," which is terrific in its first handful of spots, and "Crossfire," scoring big at Rivoli (N.Y.).

Company is also counting heavily on Robert Riskin's "Mighty Town" and "The Long Night," which are playing double the current quarter.

Postwar lull in film profits took a sharper tilt last week with the RKO half-year fiscal report. Company profit from operations for the 26 weeks ended June 28 (before taxes) was \$4,631,418 against last year's peak of \$11,539,703 for the equivalent period. Company reported a \$2,674,418 operating loss (before taxes) against 13-week revenues of \$5,345,140 in 1946 for the second quarter.

Net, after taxes, was off considerably less due to a profit of \$1,655,852 from sale of copyrights, and other proceeds were added to the operating net. Company's net, after taxes, was \$5,107,241 for the 26 weeks against \$6,881,352 which RKO earned in '46. Second-quarter net, which was \$1,800,000, was also down from the revenues garnered from sale of capital assets, totaled to \$2,636,068, not far under the \$3,025,000 in the second quarter last year.

While the report didn't so indicate, it's understood that the company's sale embraced a number of theatres in which RKO had a partial interest. Liquidation of theatre holdings was part of the transactions in which RKO severed operating pacts with indie and other theatres. The July 1 decline set by the anti-trust decree.

Company's net after taxes was further buoyed by the lesser federal bill which RKO paid on profits from (Continued on page 18)

## Goldwyn Bows to Army Request for 'Best Years' Distribut in Occupied Areas

At request of the War Dept., Samuel Goldwyn is making available for showing in occupied areas his "Best Years of Our Lives." Although Goldwyn has consistently refused to join the Motion Picture War Effort Assn., which distributes U. S. pictures in the Army-controlled territories, MPEA will handle "Best Years."

Since all coin is frozen in the occupied countries—Germany, Austria, Japan and Korea—Goldwyn will get no money out of the line being least. In fact, it costs American money to do something over \$100,000 a picture to distribute in the occupied areas they must pay for dubbing and raw stock.

James Mulvey, Goldwyn's sales chief, agreed to the MPEA handling of "Years" after receiving a wire from Brig. Gen. Robert A. McClure, chief of the New York field office of the Reorientation Branch of the War Affairs Directorate. War Dept. McClure stated: "Realize you are not a member of the Export Association, but the fact is that you assure me its willingness to distribute this film for use in Germany, Austria, Japan, and Korea if agreeable to you."

MPEA is to get a distribution fee of 10% of the frozen income derived from exhibition.

Washington, Aug. 19.

## 5,100 Extras in 'Bells'

Hollywood, Aug. 19.

Total of 5,100 extras will be used in the Jesse Laskey-Walter MacGowan production, "Miracle of the Bells," the second largest number in the history of RKO Studio records, held by "The Hunchback of Notre Dame," made in 1917 with approximately 6,000 amateur players.

Calls for "Bells" will be spread out over the film's 14-week filming schedule, with no more than 700 extras on the set at any one time.

## U Rank Partners In Dutch Theatre Circuit Purchase

Universal is partnering with J. Arthur Rank in a move to buy into the Maatschappij Tuschinski, Dutch theatre circuit, which operates 10 houses, holds partnership interests in two others and has five licenses to rebuild destroyed theatres.

In a complex deal, Rank will pay \$500,000, (\$300,000), while U turns over 10,000 shares of its preferred stock to Laudy Lawrence as price for a third interest in the theatre chain.

All details of the venture have been worked out and inkling is waiting approval of the British treasury on an application of Rank and U to form a holding company in which the third interest would be vested. Okay of the Securities Exchange Commission, the Dutch government and the British government has already been snared.

With an eye towards the deal, Tuschinski was recently formed when Dr. Koop Blum, Dutch operator of the Strengthout interests consolidated, awarded stock interests in Tuschinski and he transferred these holdings to the latter company with the understanding he is to receive a percentage of the profits. Once the transaction is closed, Blum and Strengthout will hold two-thirds share in Tuschinski stock, Rank and U the balance.

Lawrence, incidentally, is foreign manager for David O. Selznick.

## Daily-Change Reissues

May Go 6 at N.Y. Palace

Switch of the Palace, RKO's first Broadway house, to a straight film-repertory program was announced several days ago, and may switch to five or six. Policy of playing new films for three weeks, and then paying off directly, according to RKO execs. Palace took off on its second week of "Belles of St. Mary's" (Cine) on a reduced boxoffice scale.

While original plan was to play a different pic each day, with no repeat, several of the films are slated for encore because of b.o. performance. Return engagements are set for "Belles of St. Mary's" (Love Affair) and "The Spanish Mail."

Current reduced scale is 50c-70c-10c, was 60c-10c-15c when the Palace played first-run.

## CONTRACTOR Long-Awaited Economy Into High H.O.s With Slashes Due Everywhere

Hollywood, Aug. 19.

Producers are cutting back on the move to trim costs 30-40% to counteract effects of the British tax. The majors are holding up on all but not presently lensing until casts, sets and construction costs are trimmed to conform with new lowered budgets, and until scripts are ready for uninterrupted schedules.

Big drive is against labor costs, set construction, script and shooting waste, plus high-married name players employed briefly in important roles.

Through cooperation of agents, studios are getting reduction of prices of players. Salaries for single players are being pared when players are used for short times only. Smaller sets, only those that will show to advantage, are the order of day. Thin cut construction not and probably shorthanded shooting time.

It's becoming a fixed policy that no cameras turn until a script is in perfect shooting shape. Writing of scenes off the cuff, just ahead of lensing, will be a thing of the past.

Metro has given an example of re-cutting other casts. Through negotiations with agents, original budget of \$1,200,000 for players in "Joan of Arc" has been slashed to \$1,000,000. The studio, leader in the economy wave, when it started reducing other star casts. Through negotiations with agents, original budget of \$1,200,000 for players in "Joan of Arc" has been slashed to \$1,000,000. The studio, leader in the economy wave, when it started reducing other star casts. Through negotiations with agents, original budget of \$1,200,000 for players in "Joan of Arc" has been slashed to \$1,000,000.

Sets for "Joan" will be kept at \$300,000 mark. As result of various cuts, "Joan" originally budgeted to be \$5,000,000-\$5,000,000 is now slated for \$4,000,000, or less. Budget of "The Sign of the Cross" is \$1.5 million. This is N.Y. wave has been trimmed in excess of \$355,000. Bringing down estimated cost around \$200,000. As that American gross alone will still give nice profit. Trimming was begun after first few weeks of production between producer Stanley Kramer and scripter Carl Foreman, Herbert Baker, production manager, Joe Gilpin, plus art and construction department topmen. Action represents 35% saving, with high cost of construction, and time consumed in shooting eliminated in favor of imaginative use of cameras.

## Gallup 'Researches' Own Output, Axes 4 Key Execs, Others

Economy measures which have been rumbling through the industry recently have hit Dr. George Gallup, who has been running the polls for four key executives and a number of lesser employees were handed their pink slips. The first to go was Dr. Gallup himself. It's said that staff cuts totaling 30% in all departments are about to be made.

Several research accounts have been lost and only one new one has been added. The head of the exec personnel was shuffled last November. Accounts lost were Hal B. Wall, head of the film department, and a six months trial. Sole new account tied up by ARI's Hollywood long shot, "The Sign of the Cross," a trick deal calling for total payment of \$25,000. However, only \$2,500 was paid down, and the rest to be handed over if and when the unit's "Arc of Triumph" earns back its original cost.

English tax situation threatens to hurt ARI and may be back of the loss of several of the accounts, says his accounts, Universal and Disney, depend on foreign income for profits. ARI also recently set up a British edition of ARI, which undoubtedly will be badly hit as a result of the tax.

ARI's instant British edition (Continued on page 23)

## Col. Pays Exec Bonus

While the industry fantasied the need for economy last week because of the British and dollar tax maneuver, Columbia quietly handed out annual bonuses to all officers and department heads. Future profits are uncertain, execs were told in receiving the money, but the bonus was made possible by record profits during 1946.

Practice of distributing bonuses yearly has been followed by Columbia for a considerable stretch of time.

## U Cuts Out London Talent And Story Depts.

Trimming its overhead in line with the current economy wave, Universal is dropping both its home office and London story and talent departments. James Poling, U's New York story editor, decamped Friday (15) and no replacement for him is planned. London office is being shifted, and Robert Lamb, who headed the talent and story wings there while also serving as liaison man with the J. Arthur Rank organization, is being shifted to other duties.

Some six minor employees remain in the h.o. story and talent departments. Martin Spector, last chief of the talent department, has left the company, and was hired his partners two-and-a-half months ago. Florence Odette, assistant to Poling, remains, but her treatment over two months back.

U's move to Universal last November came a birth with Double-day. He succeeded Lawrence Goodkind, who had held down the story spot for many years. Robert Goodkind, eastern studio rep and overall com- (Continued on page 42)

## Harris-Broder Reissues Sought by Classics

While preparing to release its initial picture in the new production field, Film Classics is likewise negotiating for distribution of a flock of reissues owned by the Harris-Broder outfit. First new film will be "Spit, It's the West" starring the late Felix "Doc" Blanchard and Giffen Davis. It's in the cutting room now edited by producer Joseph Bernard, hopes to have it in release in time for the current football season in order to make the most of the big, bull of the fair grid stars.

Harris-Broder deal, which Bernard is about to sew up, calls for FC to buy most group of barred Artists films to which H-B holds rights, and approximately 50 of them. Giffen Davis, who is the H-B recently acquired in a package deal with producers Harry Brown and John W. Brown, with Bernard's investment. He's also expected to invest in the "Falcons."

In the new picture field, Bernard is understood also to be negotiating for the rights to his own "The Falcon" series. This group, starring Tom Conway, has been made in the past by RKO. Blanchard-Davis was acquired in a package deal with producers Harry Brown and John W. Brown, with Bernard's investment. He's also expected to invest in the "Falcons."

## M-G's 75c for Story

Metro reportedly paid \$75,000 to George Tabori for a short story, "Baruch," which he is to develop into a novel. Tabori, a Hungarian writer, is currently working on the Metro lot, and has been assigned.

Basra is name of a town in the Middle East. It's the locale of the new concerns in British army doctor after World War I.

The pic business pulled in the slack in its belt this week as the long-awaited economy wave went into high.

Touched off by the British cut-off tax, the postwar drive to cut expenditures, figured to some sooner or later, was launched by the majors who penny-pinched reform. But from the current point of trifling restrictions now being imposed by U. S. studios, true circles forestall a buildup starting at the home office which will slash expenses to the bone in every phase of production, distribution and exhibition.

First moves drew little blood but plenty of attention. Most companies containing replacements with ukases banned replacements or nixing overtime work. Effect, however, has been de facto with the industry's loss of key figures, not so much as the fear of wholesale dismantling.

While the British cabinet's surprise action has been the springboard for the economy epidemic, the maining process is figure liquidation despite any settlement which may come, rehire the servicemen employees without letting out war-torn talent. With the economy wave definitely out, process of cutting down help to a peacetime footing is being initiated.

Nonetheless, first moves on the penny-pinching side by the majors took the form of squads from department heads and their subordinates. One beef voiced frequently was that the loss of key figures was a player excuse to slice small conveniences when toppers were fairly convinced (Continued on page 20)

## U Studio Lops Off 200-300 in Personnel Dip; No Pic Plans Cut

Hollywood, Aug. 19.

Between 200 and 300 employees have been laid off by Universal-Int'l. The move is a figure liquidation following confabs of top execs on problems imposed by British tax situation. The move was a player-led with its original production program as planned, on a "streamline" basis, set up by Val Blumberg, Universal presy.

That the axe has almost quit falling was indicated by Blumberg's statement that changes in personnel and realignment of duties, as required by the increased efficiency plan, are now practically completed. "It is obvious that all motion picture companies included in this must effect savings. However, these savings must be made in a way that does not result in greater effort of entire personnel, both at studio and in the field. It is determined now to sacrifice quality or reduce number of productions on our program."

Reports from studio were that the number of employees laid off was natural reduction in the number of budgets in a row. They are Nunnally Johnson's "Senator Was Indignant," which is being produced by Wanger's "Tap Routs," which wound Monday (18); Karin Productions filling a line, checking out yesterday (18).

Blumberg presided over meeting (Continued on page 23)

## BUCHANAN RESIGNS AS A PUBLICITY POST

Hollywood, Aug. 19.

Barry Buchanan, Coast publicity director for United Artists, resigned yesterday (18), effective Sept. 1. He has been with the firm three years, holding a publicity director's post in New York a year, taking on the Coast job in 1945.

His last assignment was to finish editing his "Encyclopedia of Show Business," which has been completed in 11 years.

Lexicography stint will be finished in about five months, with an early start in preparing data set for the eight volumes.







# SAMUEL GOLDWYN SPEAKS

**L**AST WEEK the British government announced a tax of 75% on all American film earnings in Great Britain.

I look at this as the greatest challenge we have ever had to meet in our business.

What happens at No. 10 Downing Street in London affects Main Street, U. S. A. Not only the producers, but every one of the 16,500 exhibitors in America must revamp his thinking and his way of doing business if he is to meet the threat of the British tax and keep his theatre open.

"Of 123 pictures sent into the foreign market," Daily Variety pointed out the other day, "only 19 paid their negative costs in the domestic market. All profits came from foreign showing. And 85% of the foreign market for American films is in Great Britain."

The meaning of that is clear. Producers will hereafter have to depend

on the domestic market alone for a return of their costs and a profit commensurate with the value of their pictures. This leaves them with two alternatives: to produce cheap pictures with a minimum of time, money and talent, or to continue to gamble fortunes in the attempt to make really fine films. I believe most of us will take that gamble, for without first-rate pictures the entire industry is doomed, producer and exhibitor alike.

While drastic readjustments must be made in Hollywood, the exhibitor, too, must realize that his ability to stay in business depends directly on whether or not his policies encourage the making of good motion pictures. He must discard his hidebound theories and ancient prejudices. He must learn, like any other wise retailer, to distinguish between quality product and inferior product. And he must treat each according to its merit.

**We believe this message to be of such significance to the entire industry**



# OUT ON THE BRITISH TAX!

(Reprint from *Weekly Variety*, August 13, 1947)

A case in point is "The Best Years of Our Lives." When the judgment of critics and preview audiences confirmed my own opinion that it was an outstanding picture I decided that it was time to get away from the old habit of treating all films alike. I was sure that the American public would be willing to pay a fair admission price to see a genuinely fine picture even if the price was higher than that being charged for run-of-the-mill films.

Amazingly enough, resistance to this policy came not from the public, which flocked to see the picture, but from the exhibitors. Whether they represented large circuits or individual houses, with a few notable exceptions, they resented this departure from the conventional method of charging the same standard price for all pictures, good and poor.

As a result it was necessary for us to show "Best Years" in theatres off the beaten path, to guarantee running

expenses, to bear the burden of the exploitation campaigns. And yet the receipts, *and the exhibitor's share*, were far above what they would have been if we had been content to stick to out-moded methods of pricing and selling the picture.

That is only one illustration. But it proves a point. If exhibitors insist on charging uniform prices in the future, they will get uniform pictures. And uniform pictures will not keep the theatres filled. Instead they will actually drive people away. Only exceptional pictures will keep our theatres open. And for the exceptional picture it is not only fair—but now an absolute necessity—to charge a price which bears some reasonable relationship to the true value and quality of the entertainment offered.

Only this way can we continue to produce fine films.

And only by producing fine films can we survive!

that we have obtained permission to reprint it.—RKO-RADIO PICTURES, INC.



# Argentine Pix Exceeding '946 Pace With 26 Studios Set for Operation

Buenos Aires, Aug. 12. San Miguel Studios, one of Argentina's major production plants, is celebrating by tycoon Miguel Machian, diarena, is getting set to celebrate its 10th anniversary in September, by inaugurating its two new sets at the Bella Vista studios and throwing a party for the entire industry. One of the new sets are in operation. Once the lineup for Argentina's studios will be: Four each for Soto Films, San Miguel, Lamton and Somo, two each for Balres, EFA and Bío de la Plata, plus another four studios owned by four other assorted companies.

Local producers have seven picture currently before the cameras, 11 being lined up for production, and another 11 already in the can and ready for release. Add these to the 11 pic already released during the year and last year's output of 23 pic for the year has been more than topped, as good as quantity is concerned. Quality is another matter again.

There is some anxiety in the industry in face of mounting production costs as a result of labor agitation. Exchange restrictions and curtailment of imports have caused considerable effect in holding back technical improvement of all but the major studios. Still, EFA and Emeco, which are well fixed in government circles. On the plea of devalued local industry they will get all the money they need.

New Distributa Setup. Yet another new production-production setup has been announced, with the formation of Rex Films, headed over by Carlos Colombo and Enrique Dorro. Rex Films has taken over the Argentine film industry's documentary setup, which operated on a relatively small scale. Considerable squawking has arisen in the industry as a result of the formation of different units, but no distribution of Argentine pic in Spain, notwithstanding the recent Argentine treaty with that country. Miguel de Miguel Grus Solano, vet Spanish distributor recently in Buenos Aires tried to explain this away by stating that Argentine pic have just as much appeal as exhibition in the Spanish lex, but that filmgoers of Spain prefer pic from Hollywood, Britain and France. This statement has caused considerable dissatisfaction locally, as Argentine producers contend the Spanish are not so discerning as to "preference for other pic, when they have never seen them the chance to see the Argentine products.

## Pix & Equipment Export From U.S. Running Far Ahead of 1946 Figures

Washington, Aug. 19. Exports of motion pictures films and equipment for the first six months of 1947 ran ahead of the corresponding period last year, according to a survey by Nathan D. D. motion picture consultants for the Dept. of Commerce. Exports of all types of motion picture film valued at \$1,001,154, said Golden. This compares with \$237,771 in 1946, valued at \$693,290, in the first half of 1946.

Dollar value of equipment, including cameras, projectors, sound equipment, are lamps and screens was \$7,764,717 for the first half of 1947, or an increase of 155% over last year's first half total of \$3,039,467.

"Substantial increases were recorded in the exports of all classes of motion picture equipment," said Golden. "Exports of motion picture cameras of all types rose to \$457 from a total of only 61 during the first half of 1946. Of 17,500 motion picture projectors of all types were exported in the first half of 1947, as compared with 4,460 shipped abroad in the same period of 1946 valued at \$1,103,941. This year's output would include 10m and 35m cameras and 35mm projectors.

## First French Film Has Preen on British Liner

Paris, Aug. 19. First French picture to preen on a British liner will be "Régence," a Raymond Bordenier production directed by Leonide Moguy. French director on the Hollywood expatriate. Moguy sailed Aug. 19 on "Queen Elizabeth" with a print of the picture, which will get its world premiere on board. In the U. S. he will confer with Boris Morosoff and William Le Baron about the production of a picture on sexual education of youth, tentatively titled "Children of Man."

"Bethsabée," from a novel by Pierre Benoit, is a story which takes place in the North Africa, and shows a love affair at the military outposts of the desert.

## Russies Side With England on Tax

Washington, Aug. 19. Government officials are wailing with some concern developments in Australia as a result of the British picture "The Quiet American," which is being lined up strongly behind the motion picture, which may be subject to attack by the British, who are for other Dominions for a secondary picture in the now in the U. S. For instance, Harry Watt, British film director, declared in Australia, "I have been told that under pic studios will very likely be hyped by the action and by the American reaction to it. I am further shipment of cuts. With the American supply of cut, said Watt, Britain would have to turn to new sources and would take whatever it could get from the Dominions. Watt reminded the audience that their industry was more advanced than that of any other Dominion. "Australia and the Australian government is currently reviewing its film imports from the United States. It is stated that that, wherever possible, it will sidestep American product to help England and its products."

## SPAIN FILMS NEW 'DON'; FREE A MADRID HIT

Reports from Stockholm, Aug. 12, recently finished on the production "Cervantes" ("Don Quixote") will be the most important European pic of the year. Cifesa in Madrid produced, with Rafael Gil as the director, Rafael Rivellos plays the Don and Juan Castejo was Sancho Panza. Supporting cast includes Delon, and Manolo Morán and Monty, Carmen de Lucio and Nani Fernandez. Some productions are reported in Spain, most at Barcelona studios, Italy, Spain and Portugal. The Italian actor Fosco Giachetti, and actress Maria Denis are at work on the important European production "Cervantes." "A Tree Grows in Brooklyn" will be produced by C. B. Brown, director of the Musica, Madrid, July 21, is reported having a terrific success.

## Casino to Suspend Vaude For London Panto Run

London, Aug. 12. Emilie Littler will present his anti-pantomime at the London Casino in eight weeks season, opening at Christmas, with cast topped by Arthur Askey, who will therefore suspend its vaudeville policy operated by Bernard DeLeon, and will resume after the panto's closing.

Littler also denies that he will be appearing in the London production of "I Remember Mama," maintaining popular with war, but the association with H. M. Tennent, Ltd. J. Arthur Rank has set up a film distributing organization in Vienna with branches in Graz and Salzburg. There are reports that the Vienna association with H. M. Tennent, Ltd. for Anglo-Austrian production.

## Matzner's Hungary Post

Karl Matzner has been named manager for the Motion Picture Export Association in Hungary. It was announced by MPEA vice president and general manager Irving A. Mass in New York Monday (18). Matzner will be headquartered in Budapest, succeeds Dr. Nicholas Palagray, who left to go with Paramount International.

Matzner resigned as 20th-Fox motion picture manager in Hungary, the MPEA post. He has been active in the film industry in that country for the past 25 years.

## Argentine Govt. OK's Radiotone For Rio Parley

Montevideo, Aug. 19. Argentina's Ministry of Foreign Affairs gave the green light to the country's networks on sending newscasters and commentators to Rio de Janeiro for the meeting of the Inter-American confab. Moreover, the Chancery is paying, all traveling expenses, and merely covering the costs of the Argentinean representatives from Argentina representing the web and local newspapers.

Broadcasters, however, have small hopes of any discussion of freedom of expression via radio at the confab and the fact that the Argentine Chancery has adopted such a cordial attitude about the sending of correspondents is taken by instance. The Uruguayan authorities report on the conference adopting a line contrary to Argentine officials, who have time to time been almost completely muzzling one way or another.

There is a strong contrast between the situation of radio here in Uruguay and that of Argentina's broadcast. The Uruguayan authorities merely take a hand in radio, checking up on the technical side, and have complete freedom of expression in every possible way. Listeners in Argentina interested in the progress of the civil war, which has been raging in Paraguay for the last six to eight months, have had to turn to the Uruguayan outlets for authentic news. In Argentina the networks have not been allowed to broadcast news from any source other than the Uruguayan government, which has had the strong support of the Peron regime throughout.

Here in Uruguay, on the other hand, the radio is free to broadcast from both sides and there is reason to believe that many Argentine reporters will be at the Uruguayan stations as a consequence.

## Tivoli Loop Switches To Two-a-Night Vaude

With Bob Barre Show. Sydney, Aug. 7. Tivoli loop here, headed by Dave Martin, will switch from two-day-a-week vaudeville to a night vaudeville "Stardusts" vaude-revue unit, premiering this spot next week.

The "Stardusts" vaude-revue, 8:30 p.m. plus an extra afternoon matinee Wednesdays and Saturdays, making a three-day-a-week show. Two-a-night was tried out here last with Tommy Trinder and got by well. After the Buenos Aires switch will be made to two-a-day. Here for the new show are Sybil Brown, Roy Pickard, Dave Brox, Dick Barry, Massey Twins, Linda Richards, Alice Duvy and Charlie Smith.

## BRITISH TAX CRISIS SHELVES CIRCUIT HYPOT

London, Aug. 19. The Anglo-American film crisis, which would shut out the potentials of British theaters, is slowing expansion move planned by the British film industry. Shipman & King stock flotation of \$6,000,000, which has been shelved, is being shelved in the U. S. and S & K had the move all fixed to go and pulled in its horns when the picture in the U. S. can't be loaned. S & K is 32 houses, most of them small circuits.

Several smaller circuit flotations have also been called off.

# Uniform Rules of Films Prepared For International Trade Organization

## Allan To Handle French Film Festival Unaided

Paris, Aug. 12. The French Film Festival will be open in Cannes in early September, is handled for MPA by Rupert Allen, former French Consul in London, who is Eric Johnston's Continental rep. The whole thing will be on his hands. Elias Lasker, MPA's continental publicity chief, will chair the MPA publicity at the Brussels film festival, won't be available. Phil Reisman claims that he has been loaned long enough for public service and it is time he got back to company matters. Selection of offerings by the various companies is not definitely set yet, some pictures intended to be shown not having arrived yet.

## Russ Filming Epic Day

Washington, Aug. 19. Russians began grinding cameras last week on "Day of a Victorious Soldier," a picture intended for release in the fall in connection with the 30th anniversary of the Russian Revolution. The film, which 100 lenders are said to have seen, will feature highlights all over the country on a single day. The lines of the "Day of War" pic made a few years back during the height of World War II.

Among the spots going under the cameras eye: building sites for the Kharkov power dam in Georgia; metal works at Rustavi; and hydro-power station at Lake Sevan; naval bases, collected in the Caucasus; Kamenskaya in Sakhalin Island; space along the Black Sea coast, and Moscow.

## O'NEILL, ODETS SET BY SCANDINAVIANS

Stockholm, Aug. 12. Eugene O'Neill and Arthur Hays Sulzberger will be done at the National Theater, Oslo and the Royal Dramatic, Stockholm, Sweden. It will be the only American play on the National list, with French plays by Moliere and Racine. The Municipal theater in Gothenburg will be the only American play in Sweden. "Since Paradise." O'Neill's "Sea, Wilderness" will be one of the season's attractions at the Municipal theater, Helsingborg.

Det Ny Theatre, in Copenhagen, will present two second Odets plays this season, opening with "Rocket to the Moon" Aug. 29 and including "Night of the Hunter." A planned summer showing of Jerome Kern's "Show Boat" was canceled.

## Palestine 'Friendship' Picture Completed

Jerusalem, Aug. 10. Ben Shemen's picture of Ben Shemen, a just completed picture, which has been in preparation for a year, the actual filming of which began in 1945. Entitled "Friendship" ("Sol") the pic was produced by Ben Shemen for the Youth Aliyah Association.

Its general theme is the reconstruction of the country, and an important part of the picture is taken with the educational principles of Ben Shemen—the idea of friendship among peoples. The idea for the pic and the script originated with the founder and principal of Ben Shemen, Dr. S. Lehmann. It wasn't intended to produce a purely documentary pic, but the idea would also have entertainment value. Dr. Lehmann is taking the pic to the U. S. in the near future. The music, composed by Paul Dessau, is also to be added there. Very little speech has been heard in the picture, then only in the children's mother-tongue. A commentary is being added in U. S. in the near future to the countries in which the film is to be shown. The first screening will be in New York City on Aug. 28, during the Jewish Congress. The pic is being in the Hebrew in Palestine.

Geneva, Aug. 19. Simplified and uniform rules governing treatment of film in international trade have been formulated by the Preparatory Committee of the International Trade Organization, which will come into effect in November. Despite fact that the clause does not have the support of all countries, which Britain recently imposed on U. S. films, clearance of many trade matters expected to prove of major importance to the American picture industry.

Prior to drawing up these regulations last month, Eric Johnston, Motion Picture Assn. rep, together with Gustave K. Mayer, managing director of MPA's international department, and MPA's continental publicity chief, met in Geneva with the U. S. and British trade delegations. MPA execs conferred with William L. Clayton, U. S. Under-Secretary of State for Economic Affairs, Claire Wilcox, head of the U. S. delegation in Geneva, and Don Bliss, economic counsel for the British delegation. McCarthy recommended that the U. S. join in the Preparatory Committee's proposals affecting the U. S. film industry.

Under the proposed charter, member countries will be able to draw up quotas to regulate the amount of film entering their territory, or territory may give to imported films. However, most not require that a certain percentage of local foreign films be screened.

In addition, ITO members will be permitted to fix maximum limits on same treatment as local products. Specifically, they will not be able to place restrictions on any kind of restriction other than playing time. Under such quotas, moreover, they will not be able to discriminate in favor of films of any particular nationality except to the extent that such discrimination is already being practiced.

Only three cases of discrimination were mentioned. One was the Czechoslovak commitment to give Russian films 60% of screen space. Another was in favor of British films in Australia and New Zealand. Except for these minor exceptions, the U. S. plan will be to eliminate the present maze of restrictions now confronting American producers in favor of rules that are explicit and non-discriminatory.

Specifically, like the rest of the charter, the film clause aims to deal only with trade restrictions arising from economic protection. The clause does not apply to the recent British tax bite. Latter action arose from British dollar-shortage policies which the ITO does not pretend to cope with directly.

Preparatory Committee has recommended to the world conference that permanent seats on the 17-member board of the new organization be held by the United Kingdom, U. S., France, Canada, Russian, India, and Belgium. Netherlands and Luxembourg. Temporary seats will be rotated among the rest of the nations.

## U. S., Mex. Distributors Huddle On Union's New Contract Bids for 50% Pay Hikes

Mexico City, Aug. 19. Ten U. S. distributors who are contributors have been now wowing with reps of Local 1 of the National Association of Motion Picture Distributors and Exhibitors (NAMPDE) who are bidding for a 50% pay hike. Demands for a 50% pay hike.

Trouble arises from expiration of the two-year peace pact, featuring a 10% pay hike. The last time Local 1 and the distributors made in 1945, and which ended a strike then. In 1946 the distributors refused to grant a 10% lift. But prices were generally lower then, and distributors were making money. The strike was called to take less of a pay hike than they had demanded. Now, say the distrib, the situation is different.

U. S. distrib, say that, in view of U. S. driving costs, they can't see the way their clear to meeting the new bid. The bid is being made by Paramount, U. A. Met, RKO, Columbia, U-I, 20th-Fox, Rembrandt, and Paramount.

# THE look-of-the-month FOR AUGUST!



Motion Picture Herald acclaims **MIRACLE ON 34th STREET** a box-office champion! Winner of Boxoffice Magazine Blue Ribbon Award! *Maureen O'Hara, John Payne, Edmund Gwenn. I WONDER WHO'S KISSING HER NOW* 4 Weeks Chicago—New York, holdovers, moveovers everywhere! *June Haver, Mark Stevens—Technicolor.*



Trade press critics this week will see two of 20th's great new attractions—**MOTHER WORE TIGHTS** starring Betty Grable with Dan Dailey—Technicolor too!...and **KISS OF DEATH** starring Victor Mature, Brian Donlevy and Coleen Gray. (*"This One Was Written With A Machine Gun," Says Walter Winchell*). Read the reviews!

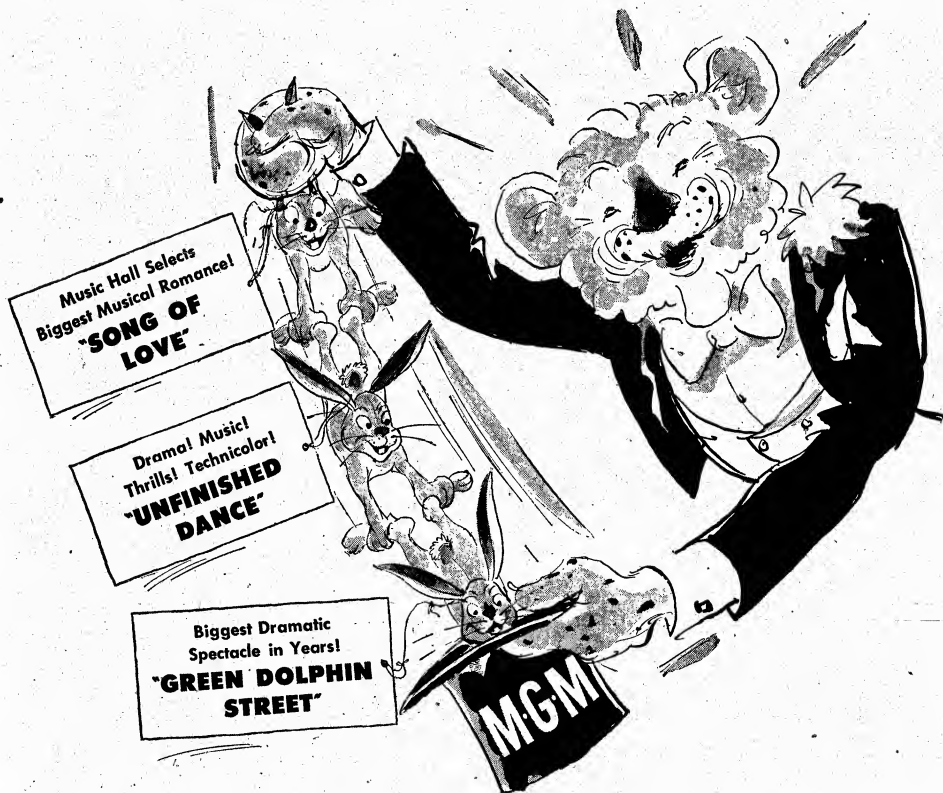


The whole industry is looking forward to **THE FOXES OF HARROW** Rex Harrison, *Maureen O'Hara*, **NIGHTMARE ALLEY** Tyrone Power, Joan Blondell, Coleen Gray, Helen Walker, **DAISY KENYON** Joan Crawford, Dana Andrews, Henry Fonda, **THE SNAKE PIT** Olivia de Havilland, Mark Stevens, and **FOREVER AMBER** Linda Darnell, Cornel Wilde, Richard Greene, George Sanders—Technicolor, **CAPTAIN FROM CASTILE** Tyrone Power, Jean Peters, Cesar Romero—Technicolor and **GENTLEMAN'S AGREEMENT** Gregory Peck, Dorothy McGuire, John Garfield.

EVERY EXHIBITOR looks TO **20** CENTURY-FOX







## THAT OLD M-G-MAGIC!

Come one, come all to the  
Biggest Shows this industry has  
witnessed since pre-war times!

**"SONG OF LOVE":** Katharine Hepburn, Paul Henreid, Robert Walker in Big Cast.

**"THE UNFINISHED DANCE":** Margaret O'Brien and a specialty cast including Cyd Charisse, Karin Booth, Danny Thomas and others.  
(*Technicolor*)

**"GREEN DOLPHIN STREET":** Lana Turner, Van Heflin, Donna Reed, Richard Hart, in a cast of hundreds.







**YOU CAN  
HARDLY  
BELIEVE  
YOUR  
EYES!!!**

**EVEN ON THE HOTTEST DAY  
OF NEW YORK'S WORST HOT-SPELL  
IN HISTORY**

**"LIFE WITH FATHER"**  
**HOUR AFTER HOUR BROKE EVERY  
OPENING FIGURE EVER REGISTERED  
IN THE ENTIRE 17-YEAR LIFE OF  
THE WARNER THEATRE, N.Y.!!!!**

WARNER BROS. PRESENT IN COLOR BY TECHNICOLOR

Clarence  
Days

**"LIFE WITH FATHER" ★**

STARRING  
**IRENE DUNNE ★ WILLIAM POWELL**

**ELIZABETH TAYLOR**

EDMUND GWENN  
ZASU PITTS

From the Original Play by  
HOWARD LINDSAY & RUSSEL CROUSE • MICHAEL CURTIZ • ROBERT BUCKNER  
Produced by

From Oscar Serlin's Stage Production • Screen Play by Donald Ogden Stewart • Music by Max Steiner







NELSON EDDY • ILONA MASSEY

# "NORTHWEST OUTPOST"

with JOSEPH SCHILDKRAUT  
ELSA LANCHESTER • HUGO HAAS • LENORE ULRIC

And Introducing  
THE AMERICAN G. I. CHORUS  
Original Musical Score by RUDOLF FRIML  
Lyrics by EDWARD HEYMAN • Musical Director ROBERT ARMSTRONG  
Screen Play by ELIZABETH MEDALL & RICHARD SALE  
Original Story by ANGELA STUART • Adaptation by LAIRD DOYLE  
Directed by ALLAN DWAN

A REPUBLIC PICTURE

**A GREATER**

**NELSON EDDY**

**IN HIS**

**GREATEST ROLE!**

# NORTHWEST OUTPOST

*now watch it go!*



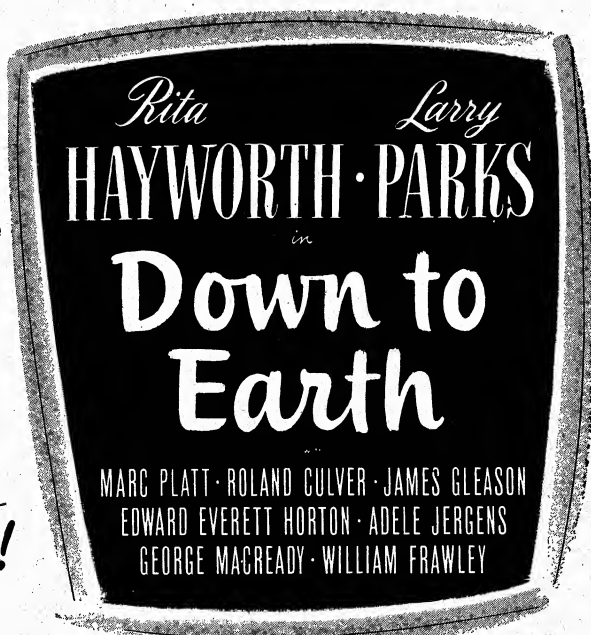
*at...*

New York	GLOBE
New Orleans	SAENGER
Portland, Ore.	BROADWAY
Chicago	ORIENTAL
Charlotte	IMPERIAL

KEEP YOUR BOX OFFICE EYE ON SKY-ROCKETING REPUBLIC!



# Following the "Jolson" Plan, Another Picture of Great Size!



Original screenplay by Edwin Blum, Don Hartman • Songs by Allan Roberts and Doris Fisher

Directed by ALEXANDER HALL  
A DON HARTMAN PRODUCTION  
A COLUMBIA PICTURE



## Wehrenberg Plans \$600,000 Theatre Expansion Program in St. Louis Co.

St. Louis, Aug. 19. Fred Wehrenberg, independent theatre circuit owner, is branching out in this territory with a \$600,000 expansion program. He has just announced plans to build two drive-in theatres in St. Louis county as well as a 1,200-seat theatre on South St. Louis property he has owned for several years.

Wehrenberg, national head of Motion Picture Theatre Owners, Indiana, is pushing his expansion program just as rapidly as approval is granted in Washington.

**2 New Houston Houses**  
Houston, Aug. 19. Included in the plans of a new community center being built here by Glenn H. McCarthy will be a 1,600-seat theatre.

The new Airway, 650-seater, opened here by J. G. Long, circuit owner.

**Mpls. Gets First Drive-In**  
Minneapolis, Aug. 19. The Twin Cities' first drive-in opened last week at Bloomington, Minneapolis, suburb. The drive-in, owned by J. G. Long, has a capacity of 600 cars and cost approximately \$100,000.

**300-Seater for Canada**  
Regina, Sask., Aug. 19. A new \$300,000 theatre, with seating for 300, has been opened at Leroy, Sask., by Eric Shevren.

**New Springfield, Mass., Drive-In**  
Springfield, Mass., Aug. 19. James G. Gualtero, of Drive-In Theatres, Inc., will erect a \$100,000 drive-in at West Springfield. Site is a mile from Springfield.

**Delux in Columbus, O.**  
Columbus, O., Aug. 19. Livingston (theatre) has been opened Saturday (16). The 1,600-seat house is part of a new \$400,000 business center, and was built by F. W. Rowland and Associates, of the Main

Theatre, Inc. Two storehouses are part of the building. Theatre has a crying room for babies, hearing aids for the hard of hearing, and ample parking space. Frank Leike will be manager.

**Lone Star's New Drive-In**  
El Paso, Tex., Aug. 19. C. A. Richter and E. P. Pack, executives of the Lone Star Theatre Co. of Corpus Christi, are here supervising construction of a second drive-in theatre, the court took time to be completed next month.

**State, Akron, Closed**  
Akron, Aug. 19. State theatre here will not be allowed to reopen until repairs to the ceiling are made and approved by the city building department, following the collapse of a section of the ceiling Aug. 15. Five persons were injured and treated in hospitals after chunks of concrete from the ceiling fell into the auditorium. Theatre is operated by Mrs. Elizabeth Hornberger.

**Baker-Jones' Iowa House**  
Des Moines, Aug. 19. George Baker and Fenton Jones, both of Kansas City, are building a new theatre at Ames, Iowa. Baker is a showman and Jones an insurance man specializing in theatres and insurance of the new business undetermined.

Tristram's new drive-in theatre has been started in west end of Omaha.

**Clinton, O. House Opens**  
Clinton, O., Aug. 19. Clinton, 1,200-seater, built by Associated Theatres, Inc., Cleveland, is under management of J. Donald Ridge.

**Nebraska Town Gets 1st Drive-In**  
Omaha, Aug. 19. Bellevue, four miles south of here, is rated the fastest growing com-

munity in the state. And soon it will get its first theatre to be built by Paul V. Bell, of Omaha. Bellevue, 429 people in the town started. When heavy war industries started operating in the town, it grew to a city of 100,000.

**New Regalia Theatre**  
Regina, Sask., Aug. 19. Joe Baldwin and J. T. Baldwin have started construction of a new theatre in Melfort, Sask. Their Grand theatre will be made into a howling alley.

**Drive-In 36, Expansion**  
St. Louis, Aug. 19. Popularity of Drive-In theatres is growing in this area. St. Louis county court recently approved a \$100,000 project sponsored by the Flexer Theatres. At the same time the court took under consideration the application of Fred Wehrenberg, indie chain exhibitor, for a similar project. Wehrenberg's application calls for erection of his afresh house on a 27-acre plot in another part of the city. The drive-in theatre at Manchester, Mo., first in this area, is a 1,200-seater. It is located near French Village, Ill., across the Mississippi from St. Louis.

**New Texas 500-Seater**  
Luling, Texas, Aug. 19. George R. Stein, in association with Theatre Enterprises, Inc., received approval for a new house to be built in Luling, Texas, which was destroyed by the here. New house will have 500 seats.

**Big Drive-In Near Akron**  
Akron, Aug. 19. New Drive-In, the Blue Sky, opened on Route 142, between Baker and the City of Akron. The screen of any theatres in this district is being owned by Dale Selby, of Wadsworth, and John Selby, of Akron.

Believed one of first theatres to be equipped with a milk bar, where patrons can get a cup of milk and a slice of pie. The 997-seat Lulu, costing \$250,000, has been opened here. Guy At Spayne, owner-manager, has decorated the house. Milk bar is located on south-protected mezzanine and accommodates 100. Two large windows permit customers to watch the screen, loud speaker bringing in sound.

**Big Lust Drive-In Near D. C.**  
Washington, Aug. 19. Sidney Lust's new drive-in, second largest cinema of its type in the nation, was recently opened. The 1,000-seater, which will also be a full house despite an early start, is located on a 10-acre site, 1,000 cars, it's located on Baltimore Pike at Beltsville, Md., fairly handy to Washington. It is the 10th theatre in the Lust chain.

**New \$50,000 Indiana House**  
South Whitley, Ind., Aug. 19. The new 350-seat drive-in, costing \$50,000, opened under the ownership of Don Lebrun.

**Odeen Plains Edmonton 1,500 Seater**  
Edmonton, Alta., Aug. 19. Odeen Theatres of Canada, Inc., will build a 1,500-seater here costing \$400,000 to \$500,000. Property, close to the city, has been owned by Odeen for some years. Construction is slated to start next spring.

**3 North Carolina Houses Opened**  
Raleigh, N. C., Aug. 19. Construction of a 500-seat theatre called Gratiot Theatre Drive-In, Inc., in Gross Pointe, swank Detroit suburb. The 2,500-seat house will be known as the Woods theatre and will increase the United Artists string to 21 houses.

Alex Schreiber, president of Associated Theatres, has a contract for a 1,000-car Drive-In here. Will be managed by Gratiot Drive-In, Inc., will be operated by a new company called Gratiot Theatre Drive-In Co., headed by Schreiber.

**New Philly Drive-In**  
Philadelphia, Aug. 19. Philadelphia's first drive-in, the Lincoln, opened to fair-sized business. With its main feature industry speakers which are placed on the windows of a car, thus enabling the patron to control his own volume of sound. Operated by the Pabian-Heldman Co., the new drive-in can handle 1,000 cars. Cost \$250,000.

Mel Fox is building new houses in Mt. Holly, N. J., and the Mayfair theatre in Philadelphia. The new theatre, the High, at Burlington, N. J., a 900-seater, is slated to open in September.

**HOYTS-KO SET 'YEARS' DEAL**  
Sydney, Aug. 7. Hoyts has finally signed deal with KO for "Best Years of Our Lives" for around \$100,000. Understood loop. The Croson Smith entered contract during absence of set it up, however, before a signature.

**Herald's SG Deal**  
Hollywood, Aug. 19. Herald Pictures, Inc., closed \$1 million release of six Negro films through Screen Guild Productions. Two of the pictures, "Sepia Cinema" and "Boy, What a Girl," are ready for distribution.

A Rhode Island decision against E. M. Lowe which upheld its validity. Court ruled that Lowe's drive-in on Route 10 near Morris-town, N. J.

First invasion of metropolitan N. J. is set for 1948, company spokesman said, when open-air operations are planned for Queens, Richmond and several in Westchester and New Jersey.

**New Dallas Base Ready**  
Dallas, Aug. 19. The Equire, newest Interstate neighborhood theatre, is scheduled to open here shortly. House is also the new Melrose theatre, a 1,000-seater. Louis Charinsky, who's been with the circuit for 14 years, will be manager.

**Interstate's New Texas House**  
Arlington, Texas, Aug. 19. "Work has begun here on razing the Aggie Theatre building, with a new theatre to be constructed on the site. It will be a 725-seater, the same as the Texas, which also is planned here by the Interstate Circuit.

**2 Texas Drive-In Opened**  
Odessa, Texas, Aug. 19. The Cactus, new drive-in, has been opened here by Maurice Korman of San Antonio.

The Starlight, drive-in at San Antonio, has been opened by F. V. Hendricks. This is his second operation there, also owning and operating the "Twelve" which he opened about a year ago.

**7 Drive-Ins For Tri-States**  
Des Moines, Aug. 19. Several cities in Iowa and Nebraska are scheduled to have drive-in theatres. It was announced here by G. Ralph Branton, general manager of the Tri-States Theatre Co. They will be located in Des Moines, Omaha, Lincoln, Sioux City, Cedar Rapids,avenport and Rock Rapids. The corporation is being formed by A. H. Blank, Branton and Phil Smith of Des Moines, and is continuing already. When let and sites selected in Omaha and other cities. The Des Moines Drive-In will be on 14th street.

**\$175,000 Drive-In for Niagara Falls**  
Buffalo, Aug. 19. The Catract Theatre Corp., operating the first-run Strand and select theatres at Niagara Falls, are erecting an open-air theatre there at an estimated cost of \$175,000. It will provide space for 750 cars and will be started this fall. Catract Corp. was owned by the estate of Charles Heyman.

**West Va. Drive-In Opened**  
Charleston, W. Va., Aug. 19. Trail Drive-In at Belle, near here, opened this month. It accommodates 648 cars.

**\$1,000,000 House for Det.**  
Detroit, Aug. 19. United Detroit Theatres started construction of a \$1,000,000 drive-in in Gross Pointe, swank Detroit suburb. The 2,500-seat house will be known as the Woods theatre and will increase the United Artists string to 21 houses.

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## Brit. Tax Poses

Continued from page 4

won't enough to bring a print in to insure a tax-free preem.

It's pointed out by a foreign dept. official that the eight-point estimate for the tax on prints for Yanks is ready in England is based on the idea that prints made on the sale will have to be made to meet printing facilities, especially Technicolor, which is adequate to the care of prints. But the British, not much like the U. S. in Britain against imports of prints and negatives of pig already backlogged in the U. S. is that Yanks will undoubtedly stick by their guns and refuse to refuse even those.

With trade circles predicting that the U. S. distribs will fall back on refusers to keep American pix on British screens, same problem is faced there also. The Yanks will not find it impossible to send another negative of material and renew the supply of prints of older new in company vaults in the U. S. is that Yanks will gradually diminishing supply even of refusers.

## Mason Parlay

Continued from page 3

shoot shortly in Britain. His feud with Rank, which made the headlines when Mason first arrived in the U. S., is recently when his plan for the Columbus role. Rank, he said, is a first-class manager, and the British theatre owner has been hurt the tomahawk over when the British youth first reached New York.

With his current U. S. film activities stymied to date by a hot court case, recently when his plan for the Columbus role. Rank, he said, is a first-class manager, and the British theatre owner has been hurt the tomahawk over when the British youth first reached New York.

Mason's plans took a temporary setback when his plan for the Columbus role. Rank, he said, is a first-class manager, and the British theatre owner has been hurt the tomahawk over when the British youth first reached New York.

## Ask San Antonio Censor

San Antonio, Aug. 19.

Appointment of a motion picture censor for San Antonio has been requested by the Office of Censorship. Commissioner Raymond Stone, under whose jurisdiction the censor would be appointed, declared that he would be faced with difficulties he may delay the appointment, using instead a committee to function temporarily.

## Three Film Units Sign

Hollywood, Aug. 19.

Three unions, the Office Employees, Janitors and Culinary Workers, signed agreements with the major film studios to extend their contracts. Eight studio locals remain to be signed before the Taft-Hartley law deadline Aug. 22.

## FAIRFIELD COUNTY SHORE FRONT

For a buyer who has about \$200,000, to invest in a vacation property, Fairfield County, Conn., offers a capital gain and at the same time to enjoy country life, beautiful beaches, and a short distance of the office. 28 acres with adequate buildings, deep water anchorage, beautiful landscaping, beautiful landscaped.

M. & A. STEVENS  
Goodell Road Westport 2-5756

## DOMANKE

U-FLY BY TECH AIRS IN THE U.S.A.  
1100-14 24 hrs. - 1100-24 24 hrs.  
500-24 24 hrs. - 500-24 24 hrs.  
100-24 24 hrs. - 100-24 24 hrs.  
SEND TODAY FOR APPLICATION  
LELAND, 1100-24 24 hrs. - 1100-24 24 hrs.

**New York Theatres**

**WARNER BROS. present Clarence Bush**

**LIFE WITH A FATHER**

**IRENE DUNNE WILLIAM POWELL**

**ELIZABETH TAYLOR**

**WARREN B. GUSTAFSON**

**WARNER THEATRE BWAY AT 51ST**

**CONTINUOUS AIR-CONDITIONED**

**SPECIAL LATE MIDNIGHT FILM**

**RADIO CITY MUSIC HALL**

**Rockefeller Center**

**Curly Howard**

**GRANT TEMPLER**

**"THE BACHELOR and the BOBBY-SOBER"**

**An RKO Radio Picture**

**SPECTACULAR Stage Presentation**

**WING CRISBY**

**JOAN CRAWFORD**

**MYRA CLEVELAND**

**Wendy Williams**

**DARAMOUNT**

**JOHN CRISBY**

**YOUNG MITCHELL RYAN**

**Crossfire**

**Produced by Henry Blanke**

**Directed by John H. Auer**

**Produced by Henry Blanke**

**Directed by John H. Auer**

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**SAMUEL GOLDWYN presents**

**DANNY KAYE VIRGINIA MAYO**

**and the Gallows Girl**

**The Secret Life of Miss Mitty**

**in TECHNICOLOR**

**Produced by Samuel Goldwyn**

**Directed by Norman Krasna**

**Produced by Samuel Goldwyn**

**Directed by Norman Krasna**

**JUNE HEAVEN - MARK EVERENS**

**"I WONDER WHO'S KISSING HER NOW"**

**A 30th Anniversary Production**

**PLAYS ON STAGE "The Bachelor and the Bobby-Sober"**

**SMITH and DALE**

**JOE HOWARD**

**Extra! MAURICE ROCCO**

**ROXY**

**CLARK GABLE**

**DEBORAH KERR**

**THE CAPTAINS**

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**Warner Bros. Present**

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# THE CHURCH OF GOD

## It's Even Done With Mirrors

As in most meetings of such groups, the real news of the American Federation of Radio Artists' national convention last Thursday-Sunday (14-17) at the Hotel Astor, N. Y., was not in the authorized statements or press releases, but in the fights and behind-the-scenes maneuverings of the various factions. For that reason, the reporters of the daily and trade press covering this gathering resorted to all sorts of expedients to get the lowdown.

Some of the best snuff was around the entrance to the main hall at strategic moments, picking up and piecing together odd remarks of the entering and existing delegates, few of whom knew the reporters by sight or were conscious of their presence. Several guests slipped around to rear passages and listened at partly-opened doors. A few hardy individuals (or femme stouties) hung out in the goorts' and long powder rooms, where some of the choicest dialogue was overheard.

One reporter, long experienced in covering AFRA and the other performers' unions, straggled in advance for values of the delegates to keep him informed. Under the circumstances, he found it better to stay away from the scene of operations, so as not to betray any of his secrets by some slip.

It's figured that one of the reasons the delegates were unusually cooperative at this convention was that many of them have been concerned, and were more so after attending the sessions, at conditions within their union. They feel that a thorough airing of the entire situation should be a healthy thing for the organization.

## SEPARATION OF GOOD AND EVIL

A young clergyman-broadcaster who graduated a few years ago from the Chicago Theological Seminary is spending this summer as his first post the past two years, conducting a series of regional "radio workshops" for Protestant ministers' around the United States.

His name is the Rev. Everett Parker. He was placed in an apprenticeship in the NBC Public Affairs Division. The news about what Parker is doing is that a sharp cleavage has developed between the young men of religious radio, who are very critical of the old "mud" of religious radio, and the way things have been conducted for the past 20 years.

In particular, the operating theories of Frank Goodman, executive director of the Federal Council of Churches of Christ in America, have been brought into the spotlight of critical appraisal. Goodman is the chief advocate of the straight sermon which the younger brethren claim is dull stuff and also the cause of religious radio, despite its vast amount of free time donated by the networks, having such low popularity ratings year after year.

Goodman related the old department for the Federal Council of Churches and made his first deal with NBC via David Sarnoff back in 1928. He's had a clear unchallenged monopoly of the Protestant radio since NBC ever since. NBC recent all requests for time to Goodman, and this has given him a dominant position in the field. Goodman has built up a radio religious organization. Including his son who is slated to succeed him as president, he is sticking to certain fairly fixed rules. The Chicago Theological Seminary group has been critical of his policies, but until now with little effect.

### NBC and ABC "Ins"

When the Blue network broke off from NBC and became ABC, Goodman was able to establish a similar position at ABC to his present "in" at NBC. The Council's radio department's influence and prestige is very great in the trade, but nonetheless the Parkies have been in the line up the Presbyterians, Congregationalists and some Methodists.

From 20 to 30 Protestant clergyman-broadcasters of Parkies are shops. Lectures on radio writing and production, and a week's induction into the life of the studios, are given. By now Parker has inducted some 450 clergyman with the "modern" ways of radio writing and preaching, mostly on the young side, are raising a quiet clamor within the ranks of the older clergy.

The Chicago Theological Seminary was directly interested in and gave support to the Religious Broadcasters' Assn., which was formed at Indianapolis last meeting. It is rumored that Frank Goodman has remained aloof from this group, remaining as he always has, a lone wolf operator.

## Co-op Selling of Top Show Names

## Viewed With Alarm' in Some Circles; Webs Now Taking the Plunge

### Co-op Sweepstakes

Here are the latest entrants and potential deals in the current co-op programming sweepstakes:

"Information Please" on Mutual.

"Abbott & Costello" on ABC.

"Kate Smith Speaks" on Mutual.

Joan Davis for CBS (currently in negotiation).

Parkyakarkas for Mutual.

Unprecedented activity in co-op selling of top radio shows and personalities, highlighted by Mutual's "Information Please" and Parkyakarkas deals, ABC's Abbott & Costello program, and General Electric's goings for the linking of Joan Davis to a co-op Saturday night comedy stanza, is being viewed with considerable concern in some industry quarters.

There's a little question but that co-op programming, given impetus by the A & C, "Info," Kate Smith, etc. deals, will make major proportions as a facet of broadcasting during the 1947-48 season. Now that Mutual and ABC have parlayed their co-op shows into a top coin operation, CBS is all set to follow suit and make the plunge in a big way, as a means of recapturing comedy personalities. Even NBC, despite its envying CBS supremacy in co-op programming, it will precipitate battles in the various local commercial and general radio houses with spot sales. Obviously, it's pointed out, there are just so many local advertisers who can absorb that kind of top-budget co-op programming. As one put it: "After all, the advertising agencies and companies are there to take off the top a wholesale invasion of blightme from the radio, and 150 markets on a co-op basis."

The co-op mindlessness of the networks is being criticized as when (Continued on page 32)

## Artists' Comm. Sparks AFRA Battle;

## Kay, Tate Code, Recording Drive

By MORE MORRISON

The eighth annual convention of the American Federation of Radio Artists, held last Thursday-through-Sunday (14-17) at the Astor hotel, N. Y., was completely dominated by the powerful New York and Los Angeles chapters.

The late Friday night and early Saturday night meeting produced even more fireworks than was expected. The chief points of contention (covered in separate story), the important actions of the convention were the carefully planned opposition to the Taft-Hartley Act, mapping of an organization drive in the radio recording field, approval of a tentative draft of a code for television, a decision to "categorize" advertising programs, and the setting of a scale of fees, plans for a national expansion program, defeat of a big-local attempt to change the procedure in national elections, outlawing of the "rule" of voting by delegates, ratification of the Taft-Henderson-Wagner housing bill, and passage of a drastically modified resolution against stereotyping racial characters on the air.

The most sensational development of the convention, however, involved none of those issues, but raged over the revelation of the existence within AFRA of an organized bloc, with closely collaborating units in New York and Los Angeles, without the knowledge of the membership at large. This group, calling itself the Artists' Committee, under the leadership of Clayton Collier, Jr., and Ned Weaver, in New York, and Carpenter and Knox Manning in Hollywood, had been at meetings, at which policy is determined.

(Continued on page 38)

### Fitch's New Hairdo

Hollywood, Aug. 19. The Phil Harris-Alice Faye Sunday night NBC Fitch program got a new twist. Fitch, the hair stylist, was with new writers prepared for the show. They are Ray Slinn and Dick Chevillat, the ex-Selbst writers, with Paul Phillips, show's producer. Fitch is looking around for additional writers.

Elliott Lewis and rest of cast returned to the show to put more emphasis on story.

## NBC Execs Irked By Forthcoming MOT Radio Short

NBC execs are reported to be more than a little disturbed over the forthcoming March of Time documentary on radio, which is scheduled for September release. Some of the NBC officials who have already started creating major bones over their displeasure at the way the film shapes up, particularly as to the premise set forth that it is the sponsor who controls what goes out over the air. MOT documentary has a shot of John Crosby, radio critic for the N. Y. Herald-Tribune, who mouths the same contention and this too, while the network broadcasters who have seen the picture.

NBC critics of the film point out that this whole premise could have been torn down in a minute had the MOT film permitted John Crosby, NAB proxy, or some other top industry spokesman, to have his say. Similarly they express the belief that the sponsor portrayed in the pic is too far-fetched, and that a documentary should minimize incidents, not exaggerations.

F.S. MOT was formerly a sponsor itself.

### Lina Romay, Arquette Join Dick Haymes Show

New fall lineup for the Dick Haymes Arquette show on CBS has been set.

Lina Romay goes in as replacement for Helen Forrest. Cliff Arquette will have a weekly comedy insert. Program returns Sept. 11.

Ruthrauff & Ryan is the agency either have to drastically modify their formats or face banishment from the airwaves.

### Downey-Spike Show Set

Despite some unhappiness over the original addition, format of the Downey-Spike show on CBS for Coca-Cola has now been set and program fees off Oct. 3 on CBS. The execs gave the half-hour prayer their blessing over the weekend.

## FADMAN TO DOUBLE AS EMCEE THIS FALL

In addition to his "Information Please" Mutual co-op show this fall, Faden will double as emcee of the new CBS talent development program, tentatively titled "This Is Show Business." It will go on sustaining, with Irving Mansfield producing, but is up for potential spotting by the network.

### May Watch Waring Ayem

Fred Waring's morning stanza may be moved back a half hour to 10 to take the 11 o'clock hour.

Move would necessitate switching Manhattan soap "Kate's Daughter" from 10 a.m. to 11 a.m.

## New Code Will Touch Off NAB Confab Sparks

Chief interest in the upcoming Atlantic City convention of the National Assn. of Broadcasters centers around the new NAB code, with indications that it will precipitate the major battle.

The new code puts teeth into the requirements that stations and networks standardize allotment of time for commercial spots on both daytime and nighttime programming. Actually, the requirement has been in existence in the old NAB code, but on the whole broadcasters paid little or no attention to it.

Now that the new NAB code clamps down on the commercial time restriction, it's considered a serious commission that station operators will let out a general howl, for the curb will affect their local commercials and hit them in a sensitive spot—the box-office. It stammers down to the fact that while the new code requirement should hold for the networks, it's another story where local stations are concerned.

## FADMAN TO DOUBLE AS EMCEE THIS FALL

In addition to his "Information Please" Mutual co-op show this fall, Faden will double as emcee of the new CBS talent development program, tentatively titled "This Is Show Business." It will go on sustaining, with Irving Mansfield producing, but is up for potential spotting by the network.

Network execs have been huddling with Fadman on taking over the emcee spot.

### May Watch Waring Ayem

Fred Waring's morning stanza may be moved back a half hour to 10 to take the 11 o'clock hour.

Move would necessitate switching Manhattan soap "Kate's Daughter" from 10 a.m. to 11 a.m.

## Labor Tiffs May Stall Ford Show

Ford labor difficulties in Detroit have created some uncertainty over the new "Ford Theatre," 60-minute dramatic show scheduled for an October premiere in the Sunday 5 to 6 p.m. on NBC.

As of the moment the whole thing appears to be in a state of flux, with the Ford people having huddled with NBC execs on the possibility of obtaining an extension of time and putting off the show's opening until there's some indication as to how the labor situation will shape up. Ford has contracted for the time as of Oct. 5, but might not do so if he doubts whether the show will tee off on that date, be put back until November, or even be shelved.

Kenyon & Eckhardt is the agency.

## Corwin Mulls Bid To Transcribed Series As 'Global Town Meeting'

Norman Corwin is mulling a bid from the United Nations to do a half-hour transcribed series with worldwide distribution dramatizing the UN General Assembly as a "town meeting" of the nations of the world.

Christopher Cross, U. S. radio liaison to the United Nations, says the project has been discussed by telephone with the CBS writer-producer, but that Corwin had expressed interest in the idea. There's some indication as to how the planning of the series. Next move is up to Corwin.

Corwin has seen that the series might be aired in the U. S. via the CBS network, beamed overseas by the U. N. doing a relay of the series with such items as "Molle Mystery Theatre," "Green Hornet," "Suspense," "Fat Man" and "BullDOG" local stations.

## Pat Weaver Hired On Borden Trail

"Pat" Weaver, new radio head of Young & Rubicam, left New York last Thursday (14), cutting short a Bermuda vacation when it was learned that the Boston account of \$1,000,000 might return to the Y & R fold.

Weaver lost the bid to Kenyon & Eckhardt on the strength of the artist pitching up the Friday night "Artists' Place" show on CBS. "Artists' Place" is a show on CBS, "however, has been a sore disappointment to the client and faded off after the Sept. 1st expiration of the first 13-week cycle. Musical talent is interested in a musical strand, but Weaver has asked both K & E and Y & R to make by the end of the month with the client anxious to get rolling next fall. The new show without interruption.

Factor in reconsideration of Y & R is that he's the client's pleasing reaction to naming Weaver as the new radio boss.

## N.Y.-L.A. AFRA Chapters Steamroller Nat'l Election; Carpenter Again Prez

Just as they did throughout the seasons, the New York and Los Angeles chapters of the American Federation of Radio Artists steamrollered the annual election of national officers in the Saturday (10) session of the four-day convention at the Astor hotel, N. Y. The only vote carried by the smaller locals was the defeat of a N. Y.-L. A. move to change the election procedure so as, it was claimed, to tilt the balance further in favor of the two major chapters.

Ken Carpenter, of Los Angeles, was reelected president, with 181 votes to 121 for Bill Metzger, of Boston, with six votes thrown out. Metzger, whose candidacy was generally regarded as a challenge against the machine tactics of the N. Y.-L. A. combine, drew many more votes than had been anticipated. Previously, Virginia Payne, incumbent national first vice-president, who was defeated for the presidency at last year's convention by a single vote, stunned the delegates by refusing to be a candidate. Her refusal was contained in a letter addressed to the Chicago local, of which she is a past president, and which had voted unanimously to nominate her. The actress had left a few hours previously by plane for a brief vacation in Europe, so the letter was read by her friend, Helga Van Tuij, a Chicago delegate. The letter explained that "there are large sections of the membership . . . in our two map . . . locals who do not know me personally and have formed judgments from either unreliable, mistaken or delib-

erately malicious, and their opinions cannot be denied by words spoken hastily within a few days of convention period alone, but must rest upon the knowledge of close observation over a period of years. I have been accused of embracing ideologies to which I am unalterably opposed or myself as a well as political and economic principles. I declare myself to be a most ardent and humble and grateful American. . . I have never been confronted with these charges personally, or I should have answered them long ago. . . It is not that I fear to lose an election, but that I wish to win or lose it on the basis of my record and not run against a mass of misinformation and prejudiced opinion."

However, the N. Y.-L. A. delegates, voting almost solidly, then swept all its candidates, including Gavin, into office.

### Lulu Vollmer's 2 Shows

Lulu Vollmer, "legit playwright who authored 'Sun Up,' has two new radio scripts tonight on the air. One is titled "New Fields," starring Bert Lytell. The other is "Cheerful," with Wynne Wright agency is packaging the pair of them.

## Cuffo Time Circuit—Yours For the Asking

Program Title	Description	Cost	Producer and Address
The American Dream.....	13 programs; 15-min. units, Helen Hayes, Ralph Bellamy, Fredric March in dramas attacking prejudices.	Free	Institute for Democratic Education, 418 Lexington ave., N. Y.
Broadened Horizons.....	Six 15-min. disks to show need of YMCA service abroad; program for Greece, with Kenny Delmar, Japan, with Roger Fryer; Poland, with Alexander Kirkland; China, with Arnold Moss; Czechoslovakia, with Alan Baxter; Philippines, with Barry Thompson.	Free	YMCA, 347 Madison ave., N. Y.
Radio Edition of the Bible.....	13 programs; 15-minute units, dramatizations from the Bible, with leading radio, stage and screen actors.	\$15 for series	Joint Religious Radio Committee, 287 Fourth ave., N. Y.
Guest Star.....	15-min. units; 52 weekly original programs, with top stars; Kenny Delmar, emcee.	Free	Treasury Dept., Div. of Radio, 400 Washington Bldg., Washington, D. C.
Here's to Veterans.....	15-min. units; 52 weeks. Top network stars, in smart productions, used to plug vet information.	Free	Veterans Administration, Chief Radio Div., Washington 25, D. C.
One God.....	One 30-min. program dramatization, by Hedy Hodes, of Mary Louise Fitch's book.	\$3.50	American Jewish Committee, Radio Dept., 386 Fourth ave., N. Y.
Hour of St. Francis.....	15-min. units; dramas set in contemporary times resolved by teachings of St. Francis. Recorded in Hollywood with top name casts.	Free	Father Hugh Noonan, 218 E. 12th st., Los Angeles, Cal.
The Sacred Heart.....	15-min. units, one to five times weekly, clips in religious music, speech in middle.	Free	Rev. E. P. Murphy, S.J., Sacred Heart Program, St. Louis, Mo.
Books Bring Adventure.....	15-min. units; 39 programs available, 13 more in production; dramatizations of juvenile best-selling winner of three Ohio State awards.	\$5 to \$13 per program; cost determined by population.	Glenn Chandler Records, 4224 W. 46th st., New York, N. Y.
Keep Faith With America, and Little Songs on Big Subjects.....	Series of spot announcements on the American Way. Jay Johnston on first series; Jettiers and Orsch on second series.	Free	Institute for Democratic Education, 418 Lexington ave., New York, N. Y.
Safety Programs, Tom Mix Program, Mother Goose Safety Spots.....	Five-min. units on safety; new spots and programs supplied from time to time.	Free	National Safety Council, 20 N. Wacker drive, Chicago 6, Ill.
United Nations Series.....	15-min. units; 13 weeks; top Hollywood star on each program; in a drama about UN.	Not set yet.	Christopher Cross, United Nations, Lake Success, N. Y.
Decision Now, and Baseball Series.....	15-min. units, programs on Americanism, with top talent.	Free	American Legion, Public Relations Div., Indianapolis, Ind.
Scenes from Paramount Pictures.....	15-min. units; Interviews with top Paramount talent, and actual scenes, from recent Par films.	Free	Paramount Pictures, Radio Dept., 1581 Broadway, New York, N. Y.
You Have Seen Its Shadow.....	One 30-min. program. Henry Fonda and 25-piece orchestra in drama on infantile paralysis.	Free	National Foundation for Infantile Paralysis, 120 Broadway, New York 5, N. Y.
All Aboard for Adventure.....	12 15-min. units. Interfaith dramas for teenagers.	\$35 for series.	Joint Religious Radio Committee, 287 Fourth ave., New York 10, N. Y.
Office of Education Series.....	Varied subject matter. Service contains many previously broadcast shows, ranging from Corwin's "We Hold These Truths" to Maurice Evans on Walt Whitman.	On loan for non-commercial use only.	Federal Radio Education Committee, U. S. Office of Education, Washington 25, D. C.
Your Business Reporter.....	15-min. unit; Bill Rainey in business news.	Free	Johnny Johnstone, Nat'l Assn. of Manufacturers, 14 W. 46th st., N. Y.
Voice of Army.....	15-min. dramas.	Free	Recruiting Post Office, Governors Island, N. Y.
Warriors of Peace.....	30-min. variety shows.	Free	American Red & Steel Inc., 350 Fifth ave., N. Y.
Stories In Steel.....	15 15-min. units.	Free	Nat'l Mental Health Foundation, 760 W. 83rd st., N. Y.
For Those We Speak.....	15 15-min. dramas.	Free	Nat'l Tuberculosis Health Assn., 1790 Broadway, N. Y.
The Constant Invader.....	13 15-min. dramas.	Free	

### AFRA National Officers

**President**  
Ken Carpenter  
**Vice-Presidents**  
Clayton Collyer, Jr.  
Bill Gavin  
**Knox Manning**  
Margaret Speaks  
**Norman Field**  
Recording Secretary  
Alan Bunce  
**Treasurer**  
Alan Bunce

erately malicious, and their opinions cannot be denied by words spoken hastily within a few days of convention period alone, but must rest upon the knowledge of close observation over a period of years. I have been accused of embracing ideologies to which I am unalterably opposed or myself as a well as political and economic principles. I declare myself to be a most ardent and humble and grateful American. . . I have never been confronted with these charges personally, or I should have answered them long ago. . . It is not that I fear to lose an election, but that I wish to win or lose it on the basis of my record and not run against a mass of misinformation and prejudiced opinion."

**Collyer Named 1st V.P.**  
In the voting for the other offices, Clayton Collyer, Jr., president of the New York local, was elected national first vice-president, with 204 ballots; Bill Gavin, of San Francisco, was named second vice-president, with 197 votes; Knox Manning, Los Angeles, third vice-president, 183; Margaret Speaks, New York, fourth V.P., 186; and Ned Weaver, New York, fifth V.P., 170.

Those defeated for the vice-presidency were Metzger, with 145 votes; Tom Boardman, of Los Angeles, 134; Minerva Pious, New York, 125; Harry Elders, Chicago, 114, and Belle Booth, St. Louis, 104. According to some of the delegates from the smaller locals, Gavin, although from San Francisco, is essentially works with the N. Y.-L. A. combination, so his election could not be construed as a victory for the other chapters.

As national recording secretary, the convention elected Norman Field, Los Angeles, 158 votes, while Al Stracke, Chicago, polled 144 and Carlton Kadel, Los Angeles, 16. Alan Bunce, New York, was voted national treasurer with 141 ballots, over Evelyn Freyman, Washington, 168, and Donald Hirsch, Pittsburgh, 67.

The N. Y.-L. A. move to change the procedure in the election of

For Those We Speak..... 15 15-min. dramas.

The Constant Invader..... 13 15-min. dramas.

The Constant Invader..... 13 15-min. dramas.

## WNBC to Celebrate 25th Ann With Public Service Series on Housing

### 'Beulah,' Eddie Albert ABC Casualties; Silvers, Arnold, Mike' to Stick

ABC network has decided to yank the Eddie Albert Wednesday night comedy show, chalking it up as a disappointment. "Beulah" is also becoming a web casualty and fate of. However, the web is pouring additional coin into the Phil Silvers show, currently occupying the Bing Crosby Wednesday segment, in the belief that it's a potentially bigtime comedy ailer and sponsor bait. Shows in recent weeks has been given a scripting job and when the Crosby-Bing standstill returns will be moved into a Monday night period.

Both the Edward Arnold and "Candid Microphone" shows are also getting an ABC rewrite into the fall semester, Arnold going into a Thursday slot and "Microphone" headed for a Monday night segment.

NBC's N. Y. flagship, WNBC, took the wraps off a "Project X" of its own this week. The station, known for nearly a quarter century as WEAT, is marking its 25th anniversary this month. Instead of a special broadcast slapping itself on the back, however, it's actually doing the fishing touches on blueprints for the biggest public-service spurge of its career—a series of programs in a period evening time, starting early next month, in which the problem of housing will be tackled with all the force the station can muster.

It was manager Jim Gaines' original idea that the station should initiate a constructive community contribution drive. The station actually began the prepping of such an undertaking was pitched to assistant manager Tom Housley. That was several months ago; today virtually the entire WNBC staff has been pulled in on the operation.

Outside help has been enlisted. Lou Agnes Eckhardt, who scripted the "Cavaliers" broadcast on NBC last season, was brought in to write the series. Leaders in the fields of labor, government, education and construction as well as spokesmen for landlord and tenant groups were called in by Gaines and actually consulted on the projected airing. Clay Daniels, WNBC staffer, was assigned to coordinate the program. Housley, director of special events, led the interviews. Bob Davis, the station's chief engineer, was ordered to devote full time to promotion of the drive with an NBC press aide to be brought in to handle Davis' routine duties.

### September Tease

Present plan is to tee off the series of four or five weekly half-hour shows—airing in September, format of the alert to incorporate every conceivable type of documentary book including live and recorded interviews, remote pickups, dramatizations. The series will be tied together via a "typical young couple" in search of a home.

As the series progresses, an attempt will be made to stir up exploration on housing through real estate reasons for the economic acute situation and possible solutions. While attention will be focused on the N. Y. metropolitan area, and the problems involved are so typical that the findings will be applicable almost everywhere locally the station reacts.

"We don't know, frankly, whether we're going to get any answers to the housing problem," Gaines says, "but we're going to try hard. It's the least we can do."

## Crosby Testing With Tape Recorders To Velvetize His Groan

Hollywood, Aug. 18. Two film tape recording devices have been called in by test engineer to the office of el Bongo's Philo Tranter. The two devices were the devices of New York's Ranganstone and San Francisco's Manganone and results are awaited. The test is not directly interested in this experiment. ABC is nonetheless watching it closely. Manganone has been used in Germany before the war with remarkable fidelity in the field.

Even though ABC previously announced that every new device would be tried to maintain a high standard of quality for the Crosby disks, and nothing to date has been done, the Crosby office took up upon itself to make its own tests. If results prove satisfactory, the Crosby office will use both ABC and Philco to substitute the tape for wax recordings.

## Autry Sticks to Wrigley

Chicago, Aug. 18. Gene Autry is tying himself up with Wrigley Gum and chewing, effective Nov. 11. Howard Ketting, who handles the account in the Chicago office of Hubert & Ryan Agency, left Friday (15) for the Coast to close the extension. With the sugar situation now favoring confectioners for the first time since 1941, Wrigley may start expanding its network of operations. It formerly had three weekly half-hour shows on CBS.

### Other AFRA Stories

on page 25

## New York's Baseball Seal

For the first time in years New York this season has caught up with Chicago in baseball listening enthusiasm. Last year WIND, which broadcasts the Cubs games, could claim that its percentage of listeners was play-by-play was greater than the percentage for any other of the New York outlets, but this season the New York stations combined hold a substantial margin.

According to the Hooper reports for June-July sizes up the afternoon percentage of audiences for the stations in the two towns broadcasting big league games.

New York		Chicago	
WHN	130	WIND	211
WMCA	81	WJJD	45
WINS	54		
	25.5		25.6
SUNDAY			
WHN	160	WIND	276
WMCA	83	WJJD	115
WINS	149		
	40.0		39.1
SATURDAY			
WHN	160	WIND	243
WMCA	147		10.0
WINS	14.7		34.7
	34.4		

## Most U.S. Senators Opposed to Gov't Regulation of Radio, Poll Reveals

Most of the U. S. Senators who will commit themselves on the matter, even privately, are fully opposed to government regulation of radio programming—but there are some of those who feel that they or who won't say how they feel to keep the broadcasting industry from lapsing into any armed attitude toward its freedom of the air. That, at least, is the way Paul Sulds of the Senate's Washington staff disclosed this week his tabulation of the Senators' answers to another of his 25 questions: "Do you think the Broadcasting industry should be regulated as far as program content is concerned?"

Sulds, coincidentally, conducted his poll while the recent White Bill hearings were in session, so at least some of the Senators had been giving some thought at that time to the more subtle subject of broadcasting regulations. The senators' answers, which were interpreted as "no" unless so indicated, were: If not a crown, for the FCC's Blue Book, were tallied by Sulds as follows:

Yes—39 (4 Republicans, 14 Democrats), 19 (9 Republicans, 10 Democrats), 1 (Republican, 3 Democrats).

No comment—13 (8 Republicans, 7 Democrats).

The mutual poll-taker pointed out that undecided and the "no comment" Senators, added to those who answered "yes," was more than the number opposed to controlling program content.

Newcasts Chief Interest

Those who answered the question in the negative, Sulds reported, generally took the stand that the government should not completely withdraw from restrictions on freedom of expression in radio or any other medium. On the other hand, some who wanted some form of controls over program content were concerned almost entirely with news broadcasts and commentators. Oddly enough, Sulds added, the latter group included the most liberal as well as some of the most reactionary Senators. Almost to a man, they feared damage to public news and comments in the opposite direction from which they themselves intended to go. They bound himself, however, not to disclose any individual answers to his question.

Sulds, who is producer of Mutual's American Forum of the Air, is reporting on his poll in a somewhat fashion by appearances on various of the network's news and comment programs. Last week he was on Arthur Hale's, George Carver Putnam's and two news shows.

### Paging Jim Gaines

If you mention Jim Gaines around NBC's N. Y. h.q., now known as the "radio room," you're asked, "You mean the manager of WNBC or the other one?"

The other one is a page on the guest relations staff.

## Spot Activity Brightens Chicago, Aug. 19

The spot broadcasting business as looked out of Chicago agencies is beginning to look up in no small way. Station rep offices, after several months' lull, report that the surge of orders and inquiries of the past two weeks has the makings of a healthy outlook for the coming fall and winter. Most encouraging of the signs was the entry last week into the field by Story Book Shoes with a half-hour program (transcribed).

Advent of Story Book Shoes on the Saturday morning schedule is credited to the job that "Smitts" Ed McConnell has been doing for Butler Brown Shoes over NBC, and is expected that other kid shoe manufacturers will soon be coming into the picture. There was a time when CBS had four kid shoe accounts running simultaneously on the network.

Story Book debuts its second drama, "Story Book Times," Sept. 6. Already set are WBAL, Atlanta; WFLA, New Orleans; WRBC, Birmingham, and KGH, Little Rock, and there will also be buy in New York, Akron and other markets. Ruthrauff & Ryan, Chicago, is the agency.

Other new spot activity here includes: Campbell Cereal Co., Minneapolis, one minute spots and chain letters, through Campbell, Minneapolis; American Corn Mills Federation, five spot announcements a week for 13 weeks; Western Advertiser Co., LaPendick Cigars, with the campaign still in the blueprinting stage at Ruthrauff & Ryan.

Also, A. C. Oil Filters, announcements, out in September, through D. B. Broderick, New York; Fraser, weekly raft of spot announcements, out of Swaney, Drake & Associates, New York; and expansion into Midwest markets, via Schweitzer & Scott; Walgreen Drug Stores, spreading its half-hour Saturday morning disk jockey programs campaign on the west coast, through into new markets through Schweitzer & Scott; Johnson's Drax text Needham Lewis & Brodry.

## FOR THE ASKING

A variety of transcribed programs, on a multitude of subjects, with the greatest talent in the entertainment world as regulars or stars, are available for free or for minimum costs, and a majority of stations around the country don't know about them, or the number that are available, or how to procure them.

Most of the programs are of a public service nature, which is itself one lure to a progressive station. Some of the institutions putting out these programs have never been heard of by the average station director. Such organizations as the Joint National Radio Committee, Franciscan Order of Los Angeles and Institute for Democratic Education are as active in promoting their work by radio as are the Veterans Administration, Treasury Dept., Coast Guard or YMCA.

The subjects covered run a wide range, embracing tolerance, safety, patriotism, insurance, religious war bonds and service enlistments. Such programs as Helen Hayes, Ring Crosby, Fredric March, Jack Benny and Kenny Delmar are familiar names to the station talent within or outside these programs. Production, talent and technical equipment are of the highest grade, with entertainment value apparently chief goal instead of the message.

Interpreting indices have found transcriptions a wonderful way of upgrading their programming with radio program names. Some stations found enough single programs on all offered subjects to form an overall series. Others have found it smart programming to run a Treasury Dept. and Veterans Administration series back to back for a half hour full hour of programming, because of the big names involved as draws. Programs that have a half hour inquiry of others where these programs may be had, and have proved the high quality of the public service programs involved. Vauxhall has been particularly active in transcriptions, with title, description and addresses. (See chart on opposite page.)

## Rush Hughes' 100% Grass-Roots Deal

Rush Hughes, the KXOK, St. Louis, disc jockey, whose syndicated platter show on 73 midwest and southwest stations has paid off with one of the consistent top ratings among the nation's spinners, has just been signed to a deal by the Kroyer-Hughes System for the spotting of his "Song and Dance Parade" on the CBS radio network.

Deal, which spotlights Hughes as the No. 1 grass-roots disk jockey, provides for an annual fee of \$100,000. KSB stations may run the open-ended jockey recordings susceptible to sell them in their own accounts, but the latter are required to release the stations from any commitment in the event KSB drops its national sponsorship.

While KNOX has been Hughes' base in the past, he'll probably do a lot of touring under his new affiliation.

## GORDON CATES RESIGNS Y&R YEEPEE POST

Gordon Cates, vice-president of Young & Rubicam on the General Foods account, has resigned. On his return last week from a European vacation, he was greeted with the news that the Levitts, coming from the GF assignment, his immediate plans are undecided.

During the year, his liaison between the Tom Harrington-Rubell Robinson and the Tom Levitts, was a recommendation for promotion to the head of the radio department. Before that he was vice-president of the agency, and had been in the account, on which he is credited for much of the strategy of the Swan Soap account, and for the campaign.

His wife, Jean Crump, is a radio commercial writer at Y & R.

## Local Arty Groups Apparently Think 'Old' Scripts Just for Scrap Pile; Shocked by Demands for Royalty

WBBM, CBS local outlet, got a flock of phone complaints from listeners sent the network's director, broadcast of Gian-Carlo Menotti's opera, "The Medium," Aug. 10.

The station's switchboard kept count of 28 such calls and the first of the unfavorable criticism, was that the program was too esoteric for them to understand, and that if this was ultra-modern music they didn't want any of it.

It was the first such backlash on a musical broadcast that the station has received as far back as the other personnel could remember.

## British Writers In BBC Fee Beef

The Authors' Society of England has been at odds with the BBC over the fee for radio talks. Despite a recent increase in the rates for repeat use of home broadcasts, the writers' organization is agitating for still higher rates.

Under the recent boost, speakers receive a fee for each program to home audiences and an additional 25% for overseas repeats. Hence, broadcast of a talk to a large audience in the home service and twice repeated via the overseas service get the fee. However, BBC pays 100% repeat fees for dramatic recasts of feature material, so authors are pressing for a similar arrangement for talks.

The society also is demanding an increase in the present 10% for the printing of broadcast talks in the publications. Also there is opposition to the even lower payment for publication of condensations or abridgements of radio talks. Still another grievance of the British writers is that talks given originally on the BBC overseas service (in contrast to the home service) within two weeks without any additional payment whatever.

## Y&R Decision for GE's Appliance Div. Shows 'Held Up by Vacations'

Young & Rubicam has still not reached a recommendation for the re-entry of the General Electric appliance division to network radio. Because the number of the agency's key execs are away on vacation and GE board of directors meeting in Bridgeport is not slated until mid-September, the decision may not be reached for another week or two.

The tentative radio budget for the appliance division is said to be about \$50,000 gross for 1948. It is understood to be little chance of the re-entry, suggesting suspension of the "House Party" afternoon and evening CBS, partly on budgetary grounds and partly because the agency schemers now figure it would be preferable to go after both radio and television in an evening spread. Hence the Y & R program and time-buying bids lean toward a three separate evening shows on the ABC network.

It's figured that three different type shows (for instance, one drama, one comedy and one audience participation) would be most likely to receive the widest coverage. Of these three programs would provide six major commercials, or a total of approximately 15 minutes of commercial time. With so many appliances to sell, it's figured essential to have ample commercial time.

An increasing number of requests for "old" radio scripts is coming into the offices of the networks in New York City. Local stations make the requests as many stations while college acting groups, little theatres and similar bodies are numerous.

It comes as a shock to many of them that "old" scripts are considered valuable properties by the networks, the agencies and the authors and professional big time radio generally. The idea of paying royalty sums for the use of scripts which have lain in silence upon receiving this intelligence. Odd angle is that little theatres which are assumed to be paying for plays and playlets served via Samuel French or Walter Baker still are not trained to see the identical point where radio scripts are concerned. If their studio staff is just so much dead material that webs should gladly make available.

Quite apart from the ownership angles and copyright, most radio scripts written for bigtime use are not practical for local groups lacking orchestra, varied cast, and other elements. They are usually "one common place" network scripts from self-styled non-profit groups. Requests for grade use of materials are from the applicants who have been excused on the grounds that they are an "educational" or "social" group and ought therefore to be on the cuff.

Networks get considerable requests for recordings of works originally broadcast on radio. This type of request is justified in some cases. The "one common place" of the applicant with no parent thought of the expense and the network's unwillingness to pay.

Curiously enough most of the persons or organizations who look to the networks and agencies for "old" scripts are unaware of the very extensive list of scripts which exist in book form. Some of the best, edited by Max Wyllie, Erik Barnouw, Joseph Liss, Norman Weiner.

## Stoopnagle Tumbles In Summer Hooper Setup; 'Mr. D.A.' Takes Low Lead

Some more of the summer Hooper gymnastics in the new (Aug. 15) Hoopering Report had most the boys in the trade asking "Where's Stoopnagle?"

Subbing for Bob Hawk on the Monday Night Camel show on CBS, Stoopnagle landed at the top of the Hoopering Report, but in the newest tallies he's not only out of the first 15 running but has slipped to 12 among the top 25 among all nighttime shows.

Audience poll still continues at its low level, with only 12 among the top 25 among all nighttime shows.

Hoopering Report's latest:

Mr. D. A. ....	8.8
Take It, Leave It ....	9.1
Mr. D. A. ....	9.7
Inner Sanctum ....	8.5
Crim Doctor ....	8.4
Mr. D. A. ....	8.3
Godfrey's Talent Scouts ....	7.8
Suspense ....	7.5
Mr. D. A. ....	7.4
Hi Parade ....	7.4
Sam Spade ....	7.2
Mr. D. A. ....	7.1
Break the Bank ....	7.0
Mr. D. A. ....	6.9

## Armour Takes 'Queen'

Hollywood, Aug. 19.

Two quarter hour segments of "Queen For a Day" have been booked for the fall season at stations through the south and southwest. Outlets are those that have been booked for the fall season.

Packer will plug Star shortening on Tuesday and Thursday starting at 10 p.m.

# HE'S THE FUNNIEST





# NEW SOUND IN AMERICA (...they tell us!)

Three months ago, a young man named Robert Q. Lewis started unloading the contents of an amiable but zany personality into a CBS microphone.

The critics went overboard.

"He has suddenly emerged as one of the bright new hopes of radio," said the World-Telegram.

"...a wealth of laughs...strictly wonderful stuff..." said Billboard.

"After only seven weeks on the air (he) has become one of the most buzzed-about comics in radio," said curt, complete Time.

And Variety printed a couple of hundred words that would be music to the ears of the greatest comics of all time. It credited Lewis with "easily the top running gag of the season...a top supervisory production job by Goodman Ace...one of the fresh new notes in radio...sapient delivery," and so on and on.

Each Saturday night (8:00 EDT) on Robert Q.'s "Little Show," his girl-friend Ruthie says:

"Let's not fight this, Robert—it's bigger than both of us."

It's a line worth remembering. A big new comic voice is big news to the people of this country, to radio—and to any advertiser who effectively wants to get his message across to millions. You can prove it to yourself very easily. Listen to any recording (or broadcast) of THE ROBERT Q. LEWIS LITTLE SHOW. And then give it a selling job to do!

## A CBS PACKAGE PROGRAM



# Musical Next Vital Step In Tele Progress, Sez William Morris

Musical—live music, that is, in all its forms—is “the next requirement” for the development of television into a full-blown entertainment medium, in the opinion of William Morris, head of the talent agency founded by his late father. He believes that all the segments of the program should be taken into account immediately with James Cagney’s hand at the American Federation of Musicians, and become “a conclusive” arrangement for bringing about this state.

Morris, whose agency got into television in 1938 (when it presented the Sunaria television system as a theatrical performance) and was the first to set up a full-fledged television department, is active in bringing Paramount and DuMont together as a video partnership and has pioneered in every phase of tele development as an entertainment medium. He feels that “television is here,” technically, but that it must have music before the arts can contribute much to its advancement.

## WBKB's \$375 Rate

Chicago, Aug. 19. WBKB figures that the number of video set installations in the Chicago area has increased to 10,000 and so the new rate per station hour has gone to \$375. The new rate will prevail for all stations by Sept. 1, and became effective last Friday (15).

The previous rate was \$200 an hour.

## FCC Sets Plan To Cut Bugs In Reception

Washington, Aug. 19. A plan to eliminate interference in television reception by sharing frequencies will be considered today by FCC. The Commission would turn to channel No. 1 entirely over to other services, dropping the number of video channels from 13 to 12, and eliminating all sharing except channels 7 and 13.

“At the present time,” explained FCC, “there is no television station operating on this channel and there is only one construction permit outstanding.” FCC had set aside channel No. 1 for community stations in 12 areas. FCC can take care of most of these with other channels. However, the channel is needed for Bridgeport, Holyoke and Trenton would have to be dropped entirely. In addition, Chicago would drop seven to six metropolitan channels; Cleveland, from five to four; Columbus, O., from four to three.

Channel No. 1, 44-50 mc band, would be turned over to other services as police, fire, highway maintenance, special emergency, power and other.

FCC invited briefs by interested parties before Sept. 15. It indicated that it would not televise in some time after that if necessary, but did not set any date.

Many artists today are refusing to go on television because of this situation, he continued, whereas the owner can be assured that the medium if it could provide live music.

“Artists feel that the owner of the medium is not giving them the same treatment as the owner of the radio. The owner of the radio has given evidence that he at all times is working for his artists,” Morris explained.

“While individual segments of the industry have gone to him with proposals for increasing participation in television, no group comprising all the components of the industry has gone to him with a conclusive plan.

“There are many ways of working out satisfactory union scales, basing wages on percentage of station output or on the number of receiving sets in operation.

“The calling of a meeting to evolve a plan could be sponsored by the Television Broadcasters Assn. or the American National Theatre and Academy or a combined theatrical union chairman,” Morris continued.

“One hears from many sides that it is not so good to be on television at this time musicians are not employed because not enough sets are available and the owner of the musician at this time cuts costs for production.

“This, in my opinion, is specious thinking. Unless the full potential of the artist is given, we are delaying orders on television equipment for the hinterlands thereby actually increasing the number of home receiving sets that could be placed on order.”

“The solution of this situation, Morris summed up, is that music is an essential in all entertainment programs. “Eventually, music in television—so why not now?”

(NWT in a Series on Television)

## NWT CLAIMS CUT IN PIX PRODUCTION TO \$6,000

Hollywood, Aug. 19. J. Walter Thompson agency has solved the problem of the costliness of producing films for television, according to John U. Reber, in charge of the national account for the agency. In an address before the Academy of Television Arts and Sciences, he declared that NWT has (on paper) resolved costs of producing a half-hour dramatic film of a picture ranging between \$4,000 and \$6,000.

Estimate includes cost of cast, costumes, telecamera, writers fees, props, etc.

# Inside Stuff—Radio

The tension between the political left- and right-wing factions in the New York local of the American Federation of Radio Artists broke into the open again in a recent issue of the chapter's publication, *Stand By*. As usual, it was over the question of alleged Communism in the union's ranks, but at the time the immediate point of contention was a recent issue of the previous issue of *Stand By* of an article by David Dubinsky, head of the International Ladies Garment Workers Union, attacking Communist influence in union ranks.

Letters protesting the publication of the piece, signed by Johnny Randolph, Owen Jordan and Madeleine Lee, appeared in the following (July) issue. The general theme was that the article was a distortion of the issue and a relatively minor one in AFRA, and that they should concentrate on the major threat, the Taft-Hartley act. It's understood there was no real factual basis for the article. The letters, by and large, said the letters column must be kept completely open to membership opinion.

The action on the letters, however, a delegation from the membership appeared before the editorial board to deplore the reprinting of the Dubinsky article. They urged, to maintain a fair balance, that the magazine reprint an article by Alexander P. Whitney, president of the Brotherhood of Railway Trainmen, which appeared in the organization's publication. The piece took a somewhat similar slant to the three AFRA member letters, but was more factual form. The editorial board has not yet decided whether to reprint the article.

Ralph Bell and his wife, Pert Kelton, both top radio and legit actors, have been forced in recent months to state and local police for protection against threatened violence from other residents of Belle Isle, a summer resort on the shore of Long Island Sound, near St. Norwalk, Conn. Couple and their two small children, who live on the beach, had in the past abuse and party annoyances all summer, but in the last few weeks certain of their neighbors have become more outspoken and, in one case, made an attempt to throw the couple off the beach. The couple, however, for the safety of their children at the hands of other slightly older youngsters who may resort to extremes under the goading of their parents.

The action stems from the Bell's refusal to deny their Negro maid the use of the local “restricted” bathing beach. They were assured by the property owner, when they rented the Belle Isle house for the summer, that there would be no such restrictions in the use of the beach. That, in fact, was one of their principal reasons for taking the place, since they have intense convictions against racial and religious bigotry, and as the maid has been employed by Mrs. Kelton for many years.

When “friendly suggestions” failed to dissuade the Bells from giving the maid the use of the beach, members of the local improvement assn. tried to force them to stop on pain of fines. The Bells refused to do anything, as the beach is a public one. Since then they have been carrying on a campaign of vilification. Meanwhile, the maid would prefer to leave the beach, but the Bells refuse to let her go.

With various of the radio critics in New York now having their own radio shows or making regular appearances on certain shows, it's getting to be a question who'll review such stanzas. Where the bylines have assistants, such assignments obviously put the latter on the hot seat, since they can hardly give their superior the needle. In cases where the critics have no assistant, their shows presumably aren't covered by their sheets. In that case, the other reviewers may hesitate to pan their colleagues.

Currently, John Crosby, who writes a daily review column in the N. Y. Herald Tribune and syndicated papers, is a regular on “Listener's Grandstand,” a weekly column in the *Post*. Frank, who writes the “Let's Visit” new series on WINS, New York. Harriet Van Horne, daily columnist of the N. Y. World-Telegram, has appeared on various radio and television shows, and has had several of her own stanzas offered around the ad agencies. Ben Gross, radio editor of the N. Y. News, also has several shows available for sponsorship.

Judge John Bright in N. Y. federal court last week ruled that NBC must produce its books and records in connection with suit by Don Goddard against the network. Goddard, fired by the net-as-commentator, is suing for \$700,000 on a charge of libel. He claims that after he was fired after animation of Francis McCall, manager of operations in news and special events, when McCall was subpoenaed for records of Goddard's Hooper ratings, which were taken by judges received, etc., and NBC asked to vacate the subpoena.

In papers submitted to Judge Bright, Goddard's attorney, Alfred S. Grey, has charged that NBC's suit is a “hoax” and that Goddard's remarks against Congressman John Rankin on one of his broadcasts was a timely excuse. Papers allege that Goddard was on the firing list, along with such others as Robert S. John and John Vandercok, whether he made the remarks or not, because the net, Julian claimed, planned to fire all its “liberal” commentators.

NBC, which let its three rival networks take the play on documentaries commemorating the Hiroshima atom-bombing and V-J Day, has taken a fancy to a special airer in N. Y. flagman, WNBC, is preparing for Sept. 17, the day of the 1945 atomic bombing. The net is planning to air the web on the web. On the basis of blueprints for the program, NBC looks like a candidate for one of the best NBC set airers in the history of one-shot programs. The net has based on a set of the net's “The Unknown Soldier of World War II” in a dramat aimed at promoting better public understanding of the Marshall Plan for rehabilitation of Europe.

Jimmy Stewart will narrate the stanza, with Harold Russell, the handless vet featured in the film “Best Years of Our Lives,” playing the lead role, such others as Rex and Jim McCrary and others. Jim Harvey will produce.

Jack Balch, who doubles between the St. Louis Post-Dispatch (Pullitzer) and KSD-TV, owner of the rag, says he is going to quit the net last week when he scaled the St. Louis station's new 450-foot tower to get first-hand experience of the tower. Disatisfied with the loudness given by the steel workers who erected the tower, Balch announced he would scale the tower.

One of the station wanted to hear but he asserted the story could not be written unless he had the story. Balch said it was a story of the station was so impressed with Balch's display of courage his mgr. said that he handed over a juicy bonus. But Balch said it was his first and last air on the station.

An agency representing one of the large spot-buying agencies makes a move to acquire competitive brands of the track by booking time on the name of one of the agencies. The agency is planning to make the campaign appearing the station of the actual brand to be advertised. A particular ad has prevailed much embarrassment, such as competitors in the market are trusting to the agency to handle the ad on their own and thereby take the edge off the national advertiser's slump.

Among recently-joined members of the American Federation of Radio Artists are Louis Jean Heydt, film and actor currently featured in “Happy Birthday,” with Helen Hayes, at the Broadway, N. Y.; Connie Desmond, a radio personality, who was a Red Barber on the Brooklyn Daily Eagle and occasional interviewer on the staff of “We, the People” series on CBS.

## HARRY SALTER MUSICAL DIRECTOR

Scotland Yard  
It Pays to Be Ignorant

## Television Reviews

### IF I HAD A CHANCE

With Jessie Dragonette, Ben Grauer, Russ Case, Carol Brooks, Robert Lee, Roger Bowman, announcer.

Director: Roger Mulry. Technical Director: Dick Pickard. 20 Mins.; Thurs., 8:40 p.m.

GENERAL TROOP. WBNB-NBC, N. Y.

(Young & Rubicam)

One of video's recent miracles is that it can do so little with so much. “If I Had a Chance” is one of those shows that begin with a fair amount of talent at its disposal but in only 15 minutes succeeds in creating one of the most perfect variety shows in the history of the medium. It is a highly interesting five-minute-long commercial demonstrating research advances made at General Foods. The show, which was recently produced with an array of sock eye-appeal, and ovens for the show, is a masterpiece of the medium.

What preceded, however, was only a brief introduction in direction of entertainment. Program in the evening celebrity stanzas the careers of such stars as Frank Sinatra, a second chance, and then let them work it for a few minutes. A special guest was Carol Brooks, a John Powers model, who passed by Madison. Curie to select a career night club singer. Her warbling I'm Proud, which she did have the chance to make the grade, Jessica Dragonette, full of quick-knocks presented to her by her radio fans. Camera failed to pick up any of the detail on these girls and made this a rather flat review.

Russ Case, RCA's musical director, featured in another flat sequence as an automobile designer. All he did was to draw a “statistic car model” and then to draw it at the 15th point of inconsequence was attacked by Ben Grauer. His first stint was to repeat his descriptive characterization which immortalized “Toscanini's first NBC broadcast and the recent edge of the sun in South America. Then he went on to a series of rolling eyes and off-key notes. A pretty arcade film stunt. Robert Lee, producer of the show, was at the chancery,” was supposed to have produced a comic relief. Herm.

### HIGHWAY TO THE STARS

With Patricia Jones, Patrice, Charles Osgood, Earl George, John Beck, and others. Susan Thorne, Warren Stevens.

Writer: Bob Wald. Director: David P. Lewis. 20 Mins.; Thurs., 7:30 p.m.

Sustaining.

Caples ad agency's television director David P. Lewis intimated the show is continuing to do well year when he wrote directed-programmer's letter to “Parade” titled “Highway to the Stars.”

Last week (12) is his second stab at making this radio drama a prime-time musical. This time, however, Caples has been more successful. To Bob Wald and a plot has been made to make the show a more integrated film into the story—a story which is supposed to be the appeal of the show. The show is a small-town girl singer (Patricia Jones) who has traveled to New York. Viewer knows the singer in the opening minutes of the opening minutes of the show. The girl is pictured in a back-story which has been made to make the show a more integrated film into the story—a story which is supposed to be the appeal of the show.

## Northwestern, DePaul Inked for Basketball

Chicago, Aug. 19. Brown & Williamson last week closed a deal with WBKB for the televising of the basketball games of Northwestern and DePaul universities. Involves the sale of at least 20 hours of broadcast time for a total of 10 double-headings to be carried Saturday evenings between Dec. 1 and March 31. The deal will be the originating point.

## Knobs for Basketball

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**THE FAUSE THAT REFRESHES**  
 With Percy Faith orch.  
 Music: Roger Pryor, conductor.  
 Producer: Paul Lewis.  
 Writer: Edmund Coleman.  
 Time: 30 min., 6:30 p.m.  
 COCA-COLA

(D'Arcy)

First in the line of new high-browed Coca-Cola shows to return to the air after the long siege of "The Andy Griffith Show." The "Fause that Refreshes" is doing so well on CBS, making it a new classic for pleasure listening.

There's nothing exciting about the coke entrant, just about taking up the slack of the Andy Griffith Show's freshness left off couple seasons back. Except that now Percy Faith is conducting the music, and the distinctive arrangements and Ginny Simms is doing the singing.

The new coke show is solidly music from start to finish, and the least refreshing aspect in the overall setup is that Miss Simms has taken the job still of the ill-fated Borden show of last season—to which, as precisely as we can tell, she demonstrated anew the know-how of a radio show, as evidenced by her Cole Porter ("Still a Fool for You") and "Man" ("Can't Help Lovin' That Man") solo and again in her "Barbaral" treatment. To use "That Refreshes" she's definitely an ace.

But it's the Percy Faith orchestral control that really stands out. The "Barbaral" waltz, for example, is "Stella By Starlight" and the Kern and Kern were all about the Faith trademarks that have put the maestro in the top ranks of current musical entertainers.

Roger Pryor does his usual job of introducing the show, and the session, with the coke commercials to the point of making the show today after the warzone portage.

**JACK WILSON SHOW**  
 With Jack Wilson  
 30 Min.; Mon. 10 p.m., and  
 Tues. 10 to 11 a.m.  
**BENSINGER OUTFITTING CO.**  
 Louisville

One of the town's first and better-dressed jockeys, Wilson, airs daily afternoon shows, as well as a half-hour Saturday morning for the seniors. Wilson is a good time pilot of the WHAS all-night disk show, and has been a time pilot of the new job in charge of the Bensinger record shop, and has been selling records and tapes with his spinning on the air.

Wilson has a friendly, informal style, interspersing comments and his frank, easy-going personality with his teatime "Howdydore" sign-off that has been winning him friends and plenty of record sales.

Wilson plugs his record stock, also promotes "Bensinger's" record turnings in a breezy, homey manner.

**THREE ALBERT SHOW**  
 With Eddie Clark, Jack Anthony  
 and Bob Smith  
 30 Min.; Mon. 10 p.m., 11 a.m.  
**Participating:**  
**KC Kansas City**

"Three Albert Show" is a combo of giveaway and mail pull, and has been a success in the past. It's a show for listening day. Show pulls a minimum of 500 people daily. The show is a lot of fun, most of them nationally-advised items, some of them given out three times during the hour, and a jackpot prize given at the end of each 30-minute hour. Some of the prizes include the Fritz Crocker electric iron, Egin Electric, Vita-Craft, and a variety of luggage and majestic wire-record sets.

Three times during the hour an alarm clock rings. Listener who has the alarm nearest to the second, and prize-winner, if he can answer questions about the day and calls within 24 hours. Daily prizes are given to the winner of the grand prize contest by drawing a check for \$100. The alarm to jingle are wired in by stars from the show, and the show originated. Daily questions are little more than token questions, and the show is a lot of fun. For example, "Name three elements other than North America."

Hour takes a good deal of gabbling about Kansas and Andy Griffith, and all the details and urge on the line. Still it is held by its own momentum. It's a good bet, and the show is a good bet to continue.

Show is owned by Frank Graham (KMPX, Hollywood, where the show is broadcast). They have a couple other stations in the West.

Only thing of its kind here, and it's a good bet. The show is a lot of fun, and the show is a good bet to continue. The show is a lot of fun, and the show is a good bet to continue. The show is a lot of fun, and the show is a good bet to continue.

**"OKLAHOMA" BROADCAST**  
 With Art Ford, Robert Garland,  
 Richard Rogers, and the  
 Stein, 24, Mary Hatcher, Wilton  
 Carter, and the  
 John Carter, Ann Hatcher,  
 Muriel O'Malley

30 Min.; Tues. 12, 12 midnight

Sustaining  
 This special two-way transatlantic broadcast was potentially a big success. The show was planned and prepared, and studio production was top-notch. The show also made some talented people sound silly.

Art Ford, who regularly conducts the "Millman's Matinee" show, was the show's host. The show was a build-a-broadcast around the simultaneous success of "Oklahoma!" in London. The show was a first of its kind, and it was a success. The show was a first of its kind, and it was a success.

Leads from the Broadway and London tours of "Oklahoma!" were used, with Ford as m.c. in England and Robert Garland as drama critic of the N.Y. Journal-American, in similar capacity at this end. Among the guests were the show's producer, Richard Rogers, and the show's director, Richard Rogers. The show was a success.

As so often happens with these special broadcasts, the show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

Roger Pryor does his usual job of introducing the show, and the session, with the coke commercials to the point of making the show today after the warzone portage. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

As a postscript, Garland took over the show. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

**"VETERAN'S JOURNAL OF THE**  
 With Johnny Harper, announcer.  
 With Johnny Harper, announcer.  
 With Johnny Harper, announcer.

Sustaining

"Veteran's Journal" is a public service program. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

On a recent session, director of the local VA office answered queries on GI rights to education, insurance, hospitalization and government loans. Announcer Johnny Harper posed some of the questions with others before the show. The show was a success.

**BOB REID**  
 With Bob Reid, announcer.  
 With Bob Reid, announcer.  
 With Bob Reid, announcer.

Sustaining

Another of Arthur Godfrey's "Talent Scouts" winners, Bob Reid, is a good singer. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

The present stanza is a simple one. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

As he gets network experience, Reid is a good singer. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

Howard Smith's small instruction booklet provides helpful companions. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

**CAVALCADE OF AMERICA**  
 With Robert Young, Walter Brennan,  
 Richard Rogers, and the  
 Stein, 24, Mary Hatcher, Wilton  
 Carter, and the  
 John Carter, Ann Hatcher,  
 Muriel O'Malley

30 Min.; Mon., 8 p.m.

Sustaining  
 This program formula long since proved its ability to draw favorable newspaper headlines and awards from education groups and awards from the public. The show was a success.

Hold your history books. DuPont is off again with his perennial "Cavalcade of America." The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

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**WE WENT BACK**  
 With Bill Downs, James Hurlbut,  
 Leroy Reed, Robert H. Hall, Lyle  
 Sudro, Ed Becker, Ralph Howard,  
 and the  
 John Carter, Ann Hatcher,  
 Muriel O'Malley

30 Min.; Tues., 10 p.m.

Sustaining  
 This program formula long since proved its ability to draw favorable newspaper headlines and awards from education groups and awards from the public. The show was a success.

Hold your history books. DuPont is off again with his perennial "Cavalcade of America." The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

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**BOB REID**  
 With Bob Reid, announcer.  
 With Bob Reid, announcer.  
 With Bob Reid, announcer.

Sustaining

Another of Arthur Godfrey's "Talent Scouts" winners, Bob Reid, is a good singer. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

The present stanza is a simple one. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

As he gets network experience, Reid is a good singer. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

Howard Smith's small instruction booklet provides helpful companions. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

**Documentary Shows**

Diet, and by a Mutual correspondent who passed on the rather amazing piece of fact that Hiroshima was "atom-bombed." Program tailed off with a "bunch" of records.

Whole stanza was loosely strung together and lacked theme, dramatic interest, and consistency. It was apparently not empowered to inquire at all about the political or political significance into the assignment. If it could have that, it would have been a lot of interesting listening. Instead, it was drab, pedestrian, and uninteresting.

**THE THIRD HORMAN**

With Ruth Yorke, Lito Slavsky, E. A. Krumschmidt, Paul Dabov, Leroy Reed, Robert H. Hall, Lyle Sudro, Ed Becker, Ralph Howard, and the  
 John Carter, Ann Hatcher,  
 Muriel O'Malley

30 Min.; Tues., 10 p.m.

Sustaining  
 This program formula long since proved its ability to draw favorable newspaper headlines and awards from education groups and awards from the public. The show was a success.

Hold your history books. DuPont is off again with his perennial "Cavalcade of America." The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

This program formula long since proved its ability to draw favorable newspaper headlines and awards from education groups and awards from the public. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

As so often happens with these special broadcasts, the show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

As a postscript, Garland took over the show. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

**"VETERAN'S JOURNAL OF THE**  
 With Johnny Harper, announcer.  
 With Johnny Harper, announcer.  
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Sustaining

"Veteran's Journal" is a public service program. The show was a success. The show was a success. The show was a success. The show was a success. The show was a success.

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(Continued on page 34)

## Plug of Swank Strawhat Latest In Yankee Network Promotion Spurge

Boston, Aug. 19.

Biggest local radio promotions in recent months are coming out of Yankee Network, hitherto a fairly conservative outfit content to feed a solid output of shows to its 35-station regional network (Mutual affiliate).

WNAC, parent station, observed its 25th birthday July 31 without public notice, but it's been pushing its public service shows hard in late June and early July, with a number of new shows and attracting plenty of notice with them.

Most spectacular has been its promotion of the Wellesley Summer Theatre, a new college-sponsored outfit evidently out to make Wellesley a school of the theatre to the strawhats what Tanglewood is to music. The school, with a short (six weeks) season, proved to be financially and artistically in swank Wellesley and neighboring communities, and is in to stay—thanks to the Yankee network, which has hyped its every move. The network ran wires into the house to broadcast premieres, student scenes and the forthcoming commencement exercises.

Network backed Wellesley through what it calls its Institute, an idea conceived by Linus Trautner, executive

veepee and general manager of the network.

The Institute, besides sponsoring the Wellesley strawhat on the air (and offering a scholarship to its expensive course), presents a weekly feature grown big locally, called "Medical Center of the Air." This involves four of the city's biggest hospitals in a roundtable of its big-name medico bluffs providing some of the frankest medical talk ever heard on Boston's bluenosed air. Equally big is the Institute's session dispensing free law, with top men of bench and bar airing do-to-earth legal problems under the auspices of the American Bar Assn.

Current promotion, evidently a part of radio's recent discovery of film advertising and vice versa and designed to demonstrate WNAC's and Yankee's willingness to cooperate in providing plenty of "readers" space on the air in return for publicity and promotion, involves a multi-connection with "The Long Night."

Yankee will broadcast the trial from the stage of Symphony Hall with Guy Madison standing in for Henry Fonda. A still different aspect to the promotion is that it comes after the film has finished its local first run, rather than before it opened.

## Philly's 'Ghost Voice'

Philadelphia, Aug. 19.

A "ghost voice" is heckling a Philly party's broadcasts cutting into his sermon with blasphemous cracks and driving engineers of two local stations frantic.

The heckler started cutting into the broadcast of Rev. Paul G. Meyer's "Youth for Christ" WDBS which is pumped over WJAG on Saturday night (16). As Rev. Meyer quavered, the "ghost" let loose with a barrage of swearing forcing the program to be cut off the air. WDBS engineers.

Both stations have started an investigation. Rev. Meyer's program originates from the Church of the Open Door in North Philly.

## Weewatters Take Lead in Midwest Program Building

Chicago, Aug. 19.

Initiative in program building seems to be spreading among the middle stations in the middle west. Ad agencies and open-end record companies in Chicago report that there has been a marked increase in the number of small station men having in recent weeks come calling on them with recorded shows under their arms.

Many of these programs, according to the consensus of opinion among the agency and recording people, have been of highly promising quality and indicate that the program creators in the hinterland are coming up with not only solid but novel radio ideas.

In commenting on this development the agency execs recall that most of the novelty innovations that made the bigtime in radio have originated in similar climates. "Vox Pop," the grand-daddy of the quiz-type of program, derives originally from Texas. The "Information, Please" idea stemmed from Cincinnati, and the stunt audience participation shows and its beginnings among smaller middle stations. And that also goes for the dramatic stock company pattern, as exemplified by the perennial, "The First Night."

One of the programs being shown around Chicago by small station program directors attempts it is reported, some interesting experiments in the format of the radio dramatic show of the type in which one of the leads doubles as narrator.

## AIR FEATURES SETS AUDITION SCHEDULE

Air features, program administrators for the Frank and Anne Hummert shows, will resume its audition schedule in September, to keep up its record as one of radio's foremost talent users. Since 1939, and introduced over 800 to the air. Firm will begin its 12th year as total of 19 network shows, five dramatic and four musical. Five day-a-week shows are for accounts of Duane Jones, other 14 shows are produced for clients of Dancer, Fitzgerald & Sample.

During year ended June 30, Air Features broadcast a total of 3,675 dramatic shows, with prospects for larger amount the coming season. Total of 1,119 people—actors, musicians, announcers, writers and directors—were utilized.

## Chi RDC's Strike Nix

Chicago, Aug. 19.

Chicago Radio Directors Guild refused to go along with New York brethren last week and authorize strike against nets, should broadcasters fail to recognize RDC as bargaining agent for freelance directors. Chi members refused to take action, according to Burr Lee, presy, because strike would be violation of no-strike clause in their contracts.

Prospect for signatures by webbs looks better than at any other time, with Mutual seeming to be only holdback.

Memphis—Allen Avery, recently named as chief announcer at WHIM, has been promoted to program director, according to General Manager Pat McDonald.

## Co-op Programming

Continued from page 25

the whole open-end transcription business aimed at local sponsorship is moving on to high gear. It would indicate that the multiple pitches for local coin may well be as good as radio's battle royal of the future.

Mutual is slotting "Meet Me At Five" for 9 p.m. on Tuesday nights, which Reverend Copper's "Exploring the Unknown" is exiting. "Parky" and "The Unknown" are scheduled at the same time the net announced that its long-standing sustainer, "Alexander's Rev. Meyer" program, Sundays at 8, also will go co-op on Oct. 5.

"Toby," dotted Fridays at 9:30 p.m., is set for its co-op teacup Sept. 26. ABC has 36 slots for its Abbott & Costello show.

Bart Adams on NBC Co-ops — Heightened accent on cooperative programming by NBC was indicated in announcement yesterday (Tuesday) the appointment of a new vice president to be manager of co-ops programs for the network. Adams has been in charge of the network's co-op title, as a member of the station relations department.

But only when NBC vicepres who announced Adams' appointment, said the move was made "to meet increased activity in cooperative programming." Adams will report to Eastern C. Woolley, director of stations departments.

Midwest Co-op Paradox

Chicago, Aug. 19. Expansion of the network co-op program idea has created a strange paradox among midwest stations. While admitting that the idea of the show has helped stimulate local sales, most of the affiliated operators, who were quizzed on the subject last week by Variety, seemed to be highly skeptical about the long-range value of the co-op program to their own interests. They felt that the long-run of their schedules with co-ops would tend to make them lose the networks further control over their own programming.

The contract of viewpoint reduces itself to a matter of measure, in perspective, say the skeptics. Stations concerned by the idea of co-ops can't help but cotton to the idea as a good one for their local operation. In many instances the co-op show has pushed over a sales against competition. The small-town advertiser who is impressed by a radio name has pushed over a sale against competition. The local account can stand the price the clincher of a deal for a time. The station manager, however, is much easier. It gives the affiliated station an advantage over a competitive outlet that can't come up with a live name-wrapped package. But all this hold the skeptics, is content to think only of the present. For those leaning toward longer and sharper analysis of their own best interests, say these dubious-minded operators, the co-op idea is so balmy. They contend that it is not that, means a local advertiser away from the habit of buying a local program is cutting the throat from underneath its own program department. The less chance the listener is given to sell a program the less it will feel encouraged to develop local talent programs with commercial intent.

"Dollars and Cents Factor" — Also cited by the skeptics is what they term the "dollars and cents factor." The cost of the co-op program itself takes up some large segment of the local advertiser's appropriation that the balance is tipped toward the station's income. It is that account. The station garners nothing from the sale of a co-op program, thereby limiting its return on the sale of the sale of time, and, where the crux of the plant lies.

These station men feel that when a co-op show, for instance, sells for \$12 and they get \$8 for it, they break favors the network. The situation would rather have the coin split the opposite way. They fear that when they steer a local account on what they consider

a high-priced co-oper they're getting that client away from spending his money on frequency advertising.

Other affiliate quarters disquieted on the general affect the network co-op shows would have on local sales. Some broadcasters expressed much enthusiasm toward this idea, saying that the co-ops have strengthened their night-time program structures in an important way and brought in types of accounts that were a year ago radio advertising. This fact also points out that the co-op of big-time coloration has the added effect of opening doors for them in places where the thinking in terms of advertising is association with the biggest and the best, despite the limitation of distribution and promotion bankroll.

The smaller midwest stations queried appeared for the most part to think that the spread of network co-ops was going to do them a lot of good, while the larger outlets, particularly those given to pride themselves for activity at program producers, said they weren't getting any special interest from local accounts on network co-op and that, anyway, the degree of enthusiasm on the part of a station would be commensurate with the strength or weakness of its local program structure.

One midwest operator, offered some of the subject, which involved the producers of recorded open-end programs. He said that he would rather play along with the recorders and with the help of such shows strengthen the sequence of his nighttime programs in his own way and that these producers could help him and other stations having the same thought. If they stabilized their prices on the basis of station rate, a network co-op, instead of on the basis of markets.

## TRANSCRIBED AND AVAILABLE for a

Hooper!

That's a whale of a rating. But that's what the Texas Rangers have for WGBL. So they get it with their famous transcription service—which features the western and folk songs that never grow old. And they get it tall Hooper at 6:30 p.m., too, when there is a 37 per cent sell in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBL renews year after year. By the Texas Rangers transcriptions for your market. They build a big audience at WGBL and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

## The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION  
Pickwick Hotel • Kansas City 4, Mo.

THERE'S ACTION  
at Warner Bros.  
KFWB

YES, there is  
action at KFWB  
and

It is with pride we announce the appointment of **THOMAS FREABRAIN SMITH** as our new **Production Manager and Program Director**. Who in radio doesn't know of Thomas Freabrain Smith? For years the producer of Edward G. Robinson's "BIG TOWN," the BOB BURNS "SHOW," "CEILING UNLIMITED" etc. No need to go further. Well, THOMAS is now Production Boss at KFWB.

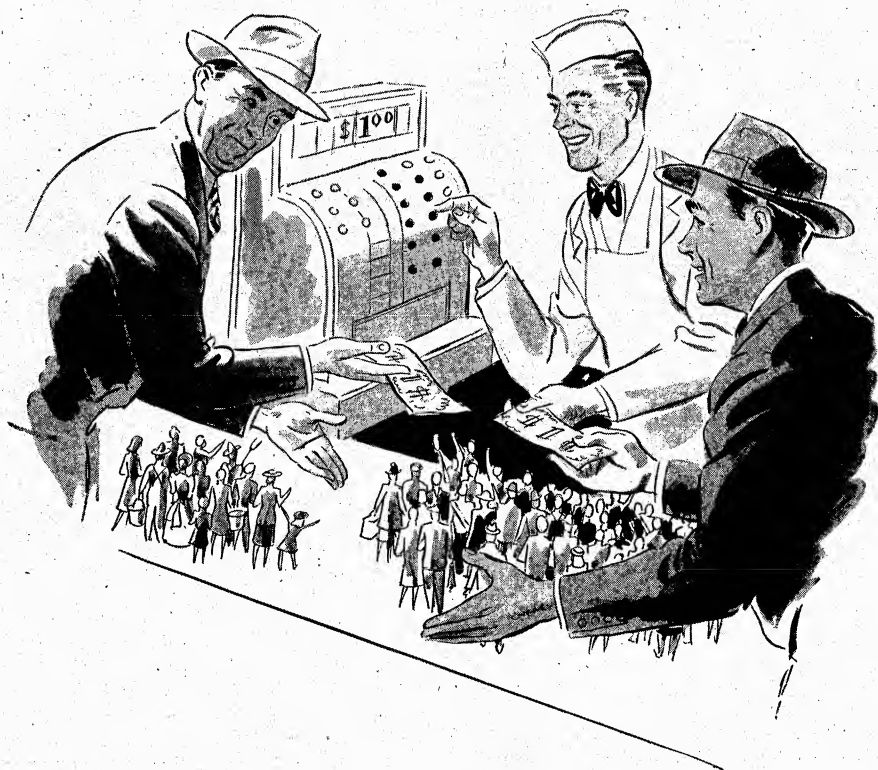
And our new Assistant Manager **BILL RAY**. The name of Bill Ray and radio itself is almost synonymous in Hollywood. Few in radio have more ideas and are more capable of promotional radio than our own **BILL RAY**.

**Disk Jockeys** . . . the entire nation is now talking and listening to Disk Jockeys and NO OTHER station in the entire country can boast of a galaxy of disk jockeys such as we have on KFWB . . . **MARTIN BLOCK** (tops of them all) **BILL ANSON** . . . **FRANK BELL** . . . **JACKIE HART** . . . **LOU MARCELL** . . . **GENE NORMAN** and **PETER POTTER** . . . What a combination!

**Special Features** . . . too many to mention . . . but, the bulk of the town is our "PREVIEW THEATRE OF THE AIR." No idea has caught on so hotly as this feature. . . . **Novelty Radio** . . . now made available to you, the listener and to your prospective sponsor! Tune in every Friday at 9 P.M. . . . It's always new!

**S.O. for MUSIC, for ENTERTAINMENT, for SPECIAL EVENTS** in the interest of Public Service . . . it's

KFWB  
980 on your dial  
And for SPORTS too . . . the full home and road schedule of the Dons Football games . . . with **DICK FISHELL**



# *More for Your Dollar on WCAU*

WCAU offers: **A.** The lowest cost per listener inside the Philadelphia trading area.  
**B.** Outside the area, WCAU's umbrella coverage . . . 50,000 watts in all directions . . . delivers a greater "bonus" audience than any other Philadelphia station.

## WCAU

50,000 WATTS ★ CBS AFFILIATE



PHILADELPHIA'S LEADING RADIO INSTITUTION



Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

**WEED**  
and company

RADIO  
STATION  
REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

★

Я хочу выразить свою признательность редакторам журналов **МЕТРОНОМ** и **ДАУНБИТ** за содействие, оказанное мне в расширении музыкальной программы радио-передач «ГОЛОС СОЕДИНЕННЫХ ШТАТОВ АМЕРИКИ» на русском языке.

Я приношу также благодарность **ДИААНЕ ДЭРБИН** и всем тем работникам сцены, экрана и эстрады, которые помогают нам в нашей задаче — представить и об'яснить Америку советским радио-слушателям.

Наша профессия во многом способствовала созданию американского уклада жизни. Семь раз в неделю, мы напоминаем советским людям, что музыка, а также и все другие виды искусства, процветают и лучше всего растут на почве, питаемой идеалами американской демократии.

**БЕННИ ГУДМАН**



My thanks to the editors of Metronome and Downbeat for helping me provide augmented musical programs for the Russian transmissions of the "Voice of America."

My thanks also to Deanna Durbin and other members of the entertainment industry who are assisting us in telling our story to the Russians.

Our industry has contributed much to the American way of living. Seven times a week we are reminding the Russians that music and the arts flourish and are best fed from America's democratic roots.

BENNY GOODMAN.

## Royal Home With Swiss Newsreel Pact; Other Foreign Deals in Wraps

John F. Royal, NBC's television veepee checked in at his N. Y. office Monday (18) following his return via air from Europe. He brought back a lot more in the way of commitments and plans for international interchange of video talent, films and program ideas than either he or NBC cares to disclose at this time. He did, however, unwrap one of his acquisitions—a deal, similar to the one he negotiated with the Soviet Union some months ago, to buy Swiss newsreels for airing on NBC's television outlets.

He said that shipment of the Swiss films to this side would be started shortly, with NBC paying for them on a footage basis. As in the deal with the Russians, however, the one with the Swiss does not call for reciprocal shipment of NBC newsreels. Only country with which such an arrangement presently is being worked is Britain, where BBC airs NBC films.

Beyond the Swiss newsreel pact, Royal said there was nothing further he could report at this time on his foreign negotiations, as detailed from London in last week's *Variety*. But he added significantly that there will be "signs" cropping up in NBC

television showing the results of his trip. He visited England, France and Switzerland. The French, he reported, have just built an elaborate television studio with a large swimming pool in the center.

## HUB STILL IN STATUS QUO AS FAR AS TELE SETS GO

Boston, Aug. 19. Still without more than half a dozen television receivers known to be operational, though WBZ-WBEA expects to be beaming video experimentally by 1948, Bostonians looked over the new line of receivers shown at the two-day Boston Radio Trade Show and indicated they'd go for them when and if Westinghouse got going with scheduled programs. It's clear from the show that the manufacturers are alert to the trend, most of them displaying AM-FM-video combinations. Moreover, the Hub audience of 2,500,000 people, in a 25-mile radius from the State House, offers a terrific potential for a rapid switch to video sets. But it's clear the move has got to come from the broadcasters first.

## Par Gets 60-Day FCC Stay To Decide on Its Policy Regarding DuMont Break

Washington, Aug. 19. Paramount got another 60 days from FCC last week to try and make up its mind what it intends to do about chopping free from DuMont. Meanwhile, bids for extra video spots by the two are hanging fire in the Commission files. The deadline for decision was supposed to be yesterday (18). However, Par slipped in a plea for a breathing spell and got until Oct. 15 to collect its thoughts and make its pitch to FCC.

It must submit a detailed plan to the Commission regarding its present and proposed status with DuMont, and what it believes the effect of these holdings will be upon the following pending television applications: Interstate Circuit, Dallas; New England Theatre, Boston, and United Detroit Theatres Corp., Detroit.

Par, which already operates outlets in L. A. and Chicago, controls the three theatre circuits. DuMont operates in New York and Washington, has a bid for Pittsburgh, with two more applications pending. The attitude of FCC has been that Par and DuMont are one and the same, that Par has two stations and DuMont, three, making a total of five. The FCC ruling has been no more than five stations to a customer.

## New Miniature 'Camera' To Cut Down Long Hrs.

Chicago, Aug. 19. Long hours of video rehearsal may be appreciably reduced through the use of a new miniature tele "camera" which lines up video shots without the necessity of a regular camera setup. Gadget, which consists of three lenses mounted on a turntable, duplicates the work of the dolly crew so that when broadcasts are ready for projection the producer can arrange the studio shots in about a minute's time. "Previewer," the gadget is also called, can also be used for remote setups in the same way.

Each lens is the exact duplicate as that of various types of manufactured tele cameras, and the miniature image seen by the "previewer" is of the same accuracy as the camera.

Hand size inexpensive device, invented by Ira Glick, also has a monochrome viewing filter installed in the optical system which can be swung into place at the touch of a lever. This feature enables lighting technicians to set lights on scenes without the need of using the video camera.

Therefore, until such time as the Commission is convinced that Par and DuMont are not a Siamese Twins act, neither will get any more licenses.

## Philco Tying In Video With AM For Coast Gridders

Hollywood, Aug. 19. Simultaneous use of broadcasting and television stations and stations has been evolved for a twelve-weekly double sponsored series of "The Philco Video Show" Quarter hours Saturday and Sunday night have been bought on KNX and Paramount's video side. The tab to be shared by Philco and Broadway department store. Latter figures the deal on a guessing contest, callers at the radio department receiving cards listing the day's outstanding figures. Those with the best record of winners each week will be the victors.

Double header: the handwork of John Parsons, Philco western division merchandising manager, remains the sound portion of the show to KNX from KTLA, while it is the new "Video Show" that will be used to simulate the program on Sunday night, which will also have an Cronin, the current coach at University of Southern California, reviewing the prospects for the coming season. Parsons' broadcast will be devoted chiefly to calling off the scores and describing game-winning plays. Movies of big games will be used on Sundays it and when the celluloid strip is made available. Tom Hanlon handles the programs for KNX.

## UST Showing New Improved Circuit

United States Television last Friday (15) unveiled a "major improvement in the reception of television programs" in the form of a newly devised operating circuit which the manufacturing firm claimed produces a 30% increase in the brilliant line images on its large-screen sets.

The improved circuit will be incorporated in all of UST's future production receivers, company executives said, and service crews are being sent out to make the circuit change free of charge in sets sold within the past three months. No increase is planned in the price of new sets.

In a press demonstration at UST's N. Y. plant, officials showed a 15-inch set with the improved circuit in operation alongside a 16-inch model with the old circuit. When viewers commented that they noted little difference between the images on the two screens, Anthony Wright, UST's chief engineer, pointed out that the brilliance and contrast of the image on the larger screen, which had the new circuit, would be considerably reduced if blown up to that size with the old-type circuit.

Wright admitted an answer to questioning, however, that the brilliance achieved as a result of the change in circuits was still "about one-half" that of the Philco large-screen system demonstrated earlier this year, but not yet on the market.

An advantage of the Bosch & Lomb refractive optical system used by UST, as contrasted to the reflector type of system employed by Philco, RCA and others, however, is that the former permits blowing up images to near theatre screen size, Wright said. He said UST has experimented with screens up to 48 inches wide.

What impressed some of the trade press most was UST's newest model, a super tavern-type set in leather upholstery with 24-30 inch screen. Definition of its images was remarkably sharp. These sets are in delivery, UST officials said, priced at \$2,245, with a \$100 installation and three-month service charge.

## Tele Acad Skeds Feud

Hollywood, Aug. 19. The Academy of Television Arts and Sciences will hold its first annual dinner this fall. Plans now call for a feasting session some time in late October or early November.

Academy also voted at meeting this week to admit corporations to membership. "Corporate" memberships may now be obtained by NBC or other firms previously excluded when memberships were confined to persons under life, active and honorary bases.

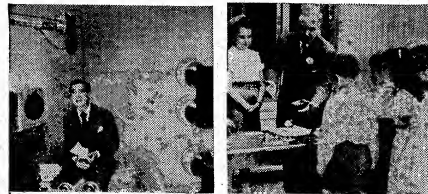
# for sale

readymade television audiences on Du Mont Station WABD new york



Yankee baseball

The last 25 games of the season, including five night games—starting August 4th—one of the most popular features on the Television screen. 22 of these will be the only games to be telecast on the days they are played.



act it out

When you get 1119 audience letters from the very first airing of a television sustainer, you know you have a hit.

small fry

Uncle Bob Emery's winning personality won the hearts and loyalties of youngsters in every television home. Your own 15 minute segment—1 day a week or 5 days a week.

If you are interested in any of these proven programs in Washington or New York, phone or wire today.

WABD-DU MONT  
515 Madison Avenue  
New York 22, New York  
Phone PLaza 3-6800

NEXT YEAR'S BUDGET!

Don't forget television. The audience is growing like corn on a hot night. By this time next year it will be tremendous.

WABD  
NEW YORK

Key station of the

TELEVISION  
DU MONT  
NETWORK

# L.A. to Get First-Video Survey

Hollywood, Aug. 19. Los Angeles first television survey will be independently undertaken by University Research Institute of Pasadena, with results to be released to trade and public by the Academy of Television Arts and Sciences, initial feeder survey. Full survey will be launched Aug. 23. Tabulated results are hoped for Sept. 6. According to Alexander Korn, of research organization.

Survey will purport to show effects of video on million pictures. Radio, sports attendance, complete analysis of viewers, numbers, family composition, hours of viewing, hours of viewing now, show preferences from among 33 types, etc. and queries on Zenith's planned "phone-vision" system that would charge via phone bills for shows. Viewers will ask if viewers are willing to ante coin for such service.

## Television Reviews

Continued from page 36

tions which the young chirper faces when she hits her mind on the Bright Lights. Her music teacher (John being) is a bit of a duffer, but no progress at all; her father (Earl George), just getting on his feet after being bedridden two years, wants her to marry her hometown sweetie (Warren Stevens) and settle down; her young brother (Hal Stuer) is miserable in his bank job; her mother (Charlene Osgood) is insistent in his marriage proposals. Her mother (Susan Phorne) presented no problem in the initial sequence, but no doubt will later on. The real Love-of-her-life (Pat Fay), a struggling young pianist, doesn't even get into the opening round, save for a few intro lines of the cast.

This is daytime-type fare, of course, out of standard soap opera cloth. In tele, it's reminiscent of the early silent-film serials (including "The Conqueror" until next Tuesday). The dramaturgy is elementary, the formula familiar, the direction could stand a lot of improvement. The cast has much to commend it, but the camera work is more efficient than any other feature of the stars.

Miss Jones got two song stints in the opener, with piano accompaniment (and piano) by her music teacher, other time by her kid sister. Her piping, uneven and thin, sounded as though she had a long road to travel to musical fame.

Don.

### THIS IS NEW YORK

With Bill Leonard

Director: Fred Nickerson  
10 Mins. Sat. (6), 8:15 p.m.  
WCBS-TV, N. Y.  
Bill Leonard, WCBS roving reporter, went behind the scenes of a local telephone exchange last Saturday (16) with a crew of video cameramen and turned up with a fascinating and instructive on-the-spot documentary. While program is able to give only a superficial glimpse into the complex network of men, machines and wire that make telephone work, it was enough to satisfy any initial curiosity. Leonard could use make-up to hide that five-o'clock shadow, revealing a nice change in pace in cutesy back and forth between technical and personal questioning of the exchange workers. Camera crew did excellent job under obviously difficult conditions.

In half-hour session, Leonard found the answers on what happens when you dial a number, who handles the long distance calls, and why the current shortage of equipment. In questioning various employees, ranging from the operators to the wiremen, Leonard occasionally failed to follow up his line of queries on how the equipment worked. In general, however, he conducted his interviews with a proper balance for the limitations of the cameras which could not pick up all of the details relating to switchboard operation, repairs. Show was a striking example of what video is capable of in way of public service and education even that rare combination of resourcefulness and imagination.

Herm.

### Les Atlas Recovering

Chicago, Aug. 19. Leslie Atlas, CBS vice and general manager of WBEB, Chicago, spent the latter part of last week undergoing treatment in the Herioton hospital for a heart attack suffered on his yacht, 26 miles out in Lake Michigan. It's his second life stroke within a year.

## WNEW (N.Y.) REVAMPS 'MYSTERY AT 8' SKED

WNEW, N. Y., bought four new mystery shows last week, which the network uses to replace the George Raft Show, "Weird Circle" and "Mystery House," starting Sept. 1. Three shows are quarter-hour, "The Unspectored," with Jackie Cooper, "Binnie Barnes," with Lyle Talbot and "Mystery House," produced by Hamilton MacRae, and "The Unspectored," produced by Charles MacRae, and "The Unspectored," produced by Charles MacRae. The fourth show is a half-hour program, "Diary of a Madman," with Bert Lynton, produced by Larry P. "The Unspectored" will be used twice a week, others once.

Indie now has three half-hour and five 15-minute mystery programs. Station claims it put mysteries on during the summer on a cross-the-board leap under heading "Mystery at 8" as a test; the station paying off with an increased audience of 10%.

Belton, Tex.—A \$50,000 FM station will be put into operation here by the Mary Herd-Harby College by Christmas.

### BBC's Threesome

The 1947 Year Book of the British Broadcasting Corp. has just been received in the United States. It has reminded American radio men that the BBC has three program heads, Lindsay Watson, Norman Collins and George Barnes.

CBS is the only U.S. web with more than one director of program. Lindsay Watson, J. P. Morgan, Hubert Robinson, J. and Davidson Taylor, respectively.

### Mount's Program Post

Memphis, Aug. 19. Wilson Mount, director of music in Memphis public schools and long time conductor of the weekly Young America Sings program on WMC, who resigned to become manager of the new station, WRBC, at Jackson, Miss.

Mount takes over Sunday (24). He is president of the Tennessee Music Educators Ass'n., a leading choir director here and has for the past two years been the sole driving force behind the Cottonland Music Festival.

## WHCU Wires 'Upstate Net' to Air Off-Cuff Gab on Labor-Relations Parley

Ithaca, N. Y., Aug. 19. With 250 live broadcast of both management and labor due at Cornell Univ.'s New York State School of Industrial and Labor Relations tomorrow (Wed.) for a three day conference on working together in a unionized society, WHCU, the Cornell station in Ithaca, had to solve the problem how to keep its listenership on conference that was not open to the general public.

The meat of the conference, a number of group discussions on the relationship of wages, profits and production, was so touchy both sides asked they not be aired. Even newsmen were asked to hold off on quotes from these discussions until the quote had been cleared with the management. In addition the other sessions of the conference dealt with subjects just too heavy for airing.

So WHCU, with Cornell paying the charges, put together a state-

wide network of WKWB, Buffalo; WYCR, Syracuse; WHAM Rochester; WHY, Schenectady; WYNY, Watertown; WHN and WYNY, New York and WHCU. These stations will take a special 30-minute show being produced by WHCU, with a special band of labor and management men who sat through the discussion groups.

### Harold Gingrich Upped

Chicago, Aug. 19. Harold Gingrich, who has been with the W. L. Long, transcription outfit, for the last four years, was upped to head of radio division. He replaces E. J. Sperry, who resigned last month. Gingrich was formerly with KLEO and KSSO, Sioux Falls, S. D.

Radio division, which has a separate unit of Long, will work more closely with the Visual Advertising section, headed by J. A. Smith.

## What Is A Jim Backus? Well, Read These . . .

FROM



Aug. 6, 1947

### JIM BACKUS SHOW

With Hank Green, Frances Robinson, Jerry Mosener, Frank Graham, announcer.  
Walt Brown, Henry Backus, Producer, Ed Garner  
5-8 PM, Sat., 8:30 p.m.  
Broadcasts  
WOR-MT, N. Y.

On the basis of the preem broadcast of his own half-hour comedy show last Sunday (3), Jim Backus is one of radio's upcoming comies. Familiar to nighttime listeners via his multiple supporting roles for Alan Young, Eddie Cantor, Danny Kaye, Jack Benny, Fred Allen, et al., Backus is now being showcased on his own. Next month, Pennacini starts picking up the tab and if Backus can continue at the same merry pace which marked this week's sustaining-whirl-the-ellents-got-it, the little comedy package.

The new Backus show, is something, too, of an innovation in low-budgeted comedy programming, an off-shoot of the current dick-jockey avocation. For, instead of backing him up with a live orchestra and soloists, they've got Backus spinning some platters between comedy rounds, with Tex Beneke, Georgia Gibbs, Bing Sinarra-Dinah Shore and Bing Crosby. Dick Haymes-Andrew Sisters throwing in their waxwork support. Sort of casual, yet professional-wise it all fitted in nicely.

But essentially it's the Backus comedy pattern that augurs what this show and which may pyramid him into star backing, just as Dennis Day, before him, augured successfully from supporting bit roles into a social personality. Backus' "Hubert" "Updike" richest-man-in-the-world (a carryover from the ex-Alan Young show), characterization remains one of the solid comedy contrivances of recent vintage, as was again demonstrated on Sunday. And his Backus Award for Heroin was a model of tight comedy scripting and expert delivery.

Rose.

FROM



Aug. 4, 1947

### JIM BACKUS SHOW

Although Backus will not pick up the tab on the Jim Backus show until Sept. 7, Mutual test-flighted the offering, yesterday and will carry it as a sustainer until it goes commercial.

Essentially the program is a new type of dick-jockey show, with a comedian instead of a band leader as the platter spinner. However, the result is much, much better than it may sound. Backus is a truly fine comedian and has great popular appeal as audience response indicated. He is, of course, a neat job in spinning the writing chore.

Frank Graham serves as announcer for the show and exchanges fast ones with Backus. Other AFRAs come on to bolster the comedy spots interspersed between playing of records. Obviously, the budget will not be a great strain on Pharmacum when sponsorship starts. It could cost much more and still be a worthwhile buy. Ruthreiff and Ryan is the agency. The package was conceived and sold by Frank Cooper—J.M.

FROM



Mon., Aug. 4, 1947

### NEW BACKUS SHOW OFFERS PROMISING FRESH COMEDY

Jim Backus comes off with a bang on his first starring airship. In fact, he's a virtual summer must for those who miss the summer-silent top comedy shows. He and his material are good enough to substitute. If holding up to the preceding norm, he may well stay in the league come fall.

Combination of a glorified dick-jockey show, featuring top records with suitable commentary and considerably hyping comedy monolog by Backus, it's genuinely entertaining. He or his advisers have a flair for picking sock dics, but, more important, he knows what lines to write—for himself—with, of course, his wife's aid. Gags are genuinely humorous and his droll delivery, a combo of Ed Gardner and Fred Allen, is a positive asset. Some of it may be a little "trifled," but since that's the trend and public seems to be getting hip to it, it doesn't matter greatly.

In playing himself and three other familiar characters/relations of comic bent, Backus bows as a very listenable new entry into the star field, the like of which Mutual has too few. He should sell for Pharmacum, Inc., sponsors who take up bankrolling Sept. 7, and who are a very welcome and breezy production. He's been around long enough working for others to know what dicks comically and what's more, applies it with the aid of Stu Garner and Les Dolan, on production.

NOW HEARD EVERY SUNDAY

## THE JIM BACKUS SHOW

Over Full Mutual Network

Sponsored Beginning Sept. 7  
By PHARMACUM PRODUCTS

Advertising Agency in Charge  
RUTHRAUFF & RYAN

Public Relations  
PETTEBONE-WACHSMAN

Sole Management: FRANK COOPER ASSOCIATES, New York and Hollywood





# GM to Sub 'Crocker' For 'Hymns' in One of Major Programming Discards

Chicago, Aug. 19.  
What is perhaps one of General Mills' major program discards in years is the substitution of "The Betty Crocker Magazine of the Air" exclusively for "Hymns of All Churches" in the 10:30-10:45 a.m. slot on ABC, Sept. 1. "Hymns" has 13 years and is one of the more expensive a.m. packages.

Account, through Dancer, Fitzgerald & Sample, had been testing "Crocker" in the east and found that from the viewpoint of commensurate cost and for that particular time "Crocker" offered better results than "Hymns." There was a time when the psalm-singing stanza pulled 80% as much of a rating as a top daytime serial and for the job that GM wanted done that was considered exceptionally good.

General Mills' other daytime religious, "Light of the World (NBC) will stay as is.

Omah—KOAD, local FM station operated by the World-Herald is now ready to turn on the increased facilities. A transmitter 150 ft. high over 500 feet high, the tallest structure in the state, is ready to send KOAD program 125 miles out. Transmitter was completed last week.

# ...WHEN YOU BUY RADIO IN METROPOLITAN NEW YORK ...



# Buy WAAT MORE AND MORE ADVERTISERS ARE ... BECAUSE THEY KNOW THAT:

'WAAT' DELIVERS  
MORE LISTENERS  
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AND NEW YORK  
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OTHER STATION  
... INCLUDING ALL  
50,000 WATERS.

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New Jersey's Television  
**WAAT**  
970 (on the air)  
NEWARK-NEW JERSEY

# CLIPP'S DUAL STINT FOR PENNY HOOPLA

Philadelphia, Aug. 19.  
Roger W. Clipp, general manager of WFIL, has been named to the radio committee for "Penny Hoopla Week," to be observed Oct. 13-19, and as chairman of the radio group of the Mayor's Redaction Committee for Inauguration of the Freedom Train.

The Freedom Train, a traveling shrine carrying more than 100 of the nation's most priceless historical documents, will stop in Philadelphia, where it arrives Sept. 17 for a three-day stay.

Clipp's radio and television committee for the Freedom Train activities includes Robert White, g.m. KWW; E. Douglas Hibbs, g.m. WTEL; Joseph Timney, WCAU; and Leo B. Loveman, WFIZ; Edward C. Christ, assistant g.m. WFEN; Leslie W. Joy, g.m. WDAS; Rupert R. Witten, g.m. WYB; William Banks, WHAT; and Benedict Gimbel, Jr., president, WIP.

# Jocks Ride to Rescue In Related Pitch For L.A. Beauty Contest

Hollywood, Aug. 19.  
New recognition was given disk jockeys here this week when the Los Angeles radio department of a spot over short notice on a "Miss California Centennial" contest, made a successful plea for all-out West-plugging to insure mass attendance of females the county government feels sure jockeys ingrat.

Through an oversight of the State Fair Commission and the local Chamber of Commerce, the County Board of Supervisors was not notified of the contest until this week, though counties elsewhere in the state had been hepped some time ago.

Harry Malisich, g.m. of Warner's KFWB, station with nation's leading stable of jockeys, set up dinner meeting at Sardi's downtown where Supervisor Raymond D'Arby made the pitch, obtaining the promise of attendees for an all-out flooding of airwaves with contest spiel, conditions, etc. From 25 finalists selected tomorrow (20) the winner will be picked to enter Sacramento State Fair, Aug. 28. State upper then gets three-year tour of U. S. ballyhoo California and its centennial.

# Raisbeck Folds Bemis To Rep Grant on Coast

Hollywood, Aug. 19.  
Robert Raisbeck agency and its show-producing subsidiary, the Bemis Co., will be folded by their owner who takes over Sept. 22 as local head for the Invincible Grant Co., Chicago agency, opening its first Coast plant.

Raisbeck gets a guarantee of \$25,000 annually from Grant for divorcee from his own two setups, which he is now attempting to peddle. Bemis Co. controls "Mystery Is My Hobby" among round dozen other patented shows.

New offices will be opened here for Grant and a staff hired, with Raisbeck using the known pharmaceutical account, now held by him, into the new association.

# 'Family Hour' Revamp

Reformatting of the Prudential "Family Hour," which returns to CBS Sept. 7, has been completed. Rise Stevens is returning, along with Al Goodman's orch and chorus, but Ted Malone won't be back and there'll be no male singer on the stanza.

New feature of show will be a "Future of America" spot in which brief talks will be made by top names in business, industry, government, etc. Program may occasionally also have guests.

Agency is Benton & Bowles.

# P&G'S \$45 SPLURGE

Chicago, Aug. 19.  
Procter & Gamble is buying a raft of additional markets for its Spic & Span spot campaign through Dancer, Fitzgerald & Sample. As is usual with P & G, the list of added stations is being kept under wraps until after the campaign on these stations starts. In this instance it's Sept. 1.

Account cancelled Spic & Span contracts on quite a number of stations July 22 and the current buying is merely a switch in market concentration.

# LOUISVILLE GETS NEW FM STATION IN WRXW

Louisville, Aug. 19.  
WAVE, Inc. opened its new FM station WRXW, Saturday (16), with airing starting at 3 p.m. and friends of the parent station invited to a cocktail shindig to get the opening off auspiciously. Eugene W. Leske handled promotion details for the new operation, and promises a type of broadcast service heretofore not available in Louisville.

New ailer will stress good music in 60 to 90 minute segments, and sports at an hour when most fans want to listen. WAVE's baseball airings by Don Hill are delayed sometimes as much as two hours on the AM facilities. Live shows also are emphasized, particularly "Maine at Macaulay's," nostalgic opus to be scripted by William Hodapp, book reviewer (new one), etc. An extensive schedule of classical music is also in the works.

WRXW will inaugurate its service on an interim operation basis, with coverage not quite as extensive as the final operation, due to delay in installation of the 300-foot FM tower. Reception is claimed to be just as good as in the final phase—no difference in is radius covered.

Pittsburgh—Mildred Sheridan has resigned from radio department of WYDZ Dublin agency to become women's commentator on WEDO in Meekesport. She takes over her new duties Sept. 1.

# CIRCLING THE KILOCYCLES

Washington — WWDG, which broadcasts the Washington Senators home games during the big league baseball season, has made a strong call and winter sports tieup. It will broadcast all home and away football games of the University of Maryland. Sinclair Refining Co. will pay the sponsor's bite. Station will carry all professional ice hockey and basketball games played in Ulster Area, town's big indoor sports stadium.

Seattle—Cliff Hansen, KOMO announcer, has been reelected president of the Seattle local, American Federation of Radio Artists, for a second one-year term. Al Priddy, freelance, is new veepee; Len Burdick, KJR, is secretary-treasurer, and Margaret Ward, KJR, recording secretary.

St. Louis—An appeal for food from an old couple living in Eschwege, Germany, with the explanation they had received his name from relatives living in Irvington, Ill., was the cue for Charles Stoker, KNOX Farm Editor to conduct a poll over the air. Several hundred replies received were divided 50-50 on the question. The couple explained they had been bombed out of their home

in Frankfurt and had lost two sons in the war. Stoker's son was a prisoner of the German army for five months.

Des Moines—KRRV, Des Moines, has purchased a 160-acre tract north-east of Des Moines near Mitchellville, as the site for a 1,330-foot FM tower at a purchase price of \$65,000. Authorization was recently obtained from FCC for the tower, which it is said will be the highest man-made structure in the world.

Dallas—"Buried Treasure" is the title of a new and original series of airings soon to take to the air here over KIKL. Program idea was conceived by Lee Segall, originator of "Dr. I. Q." and other programs. Program will offer "treasure maps" to youngsters of Dallas which will lead them to the buried treasure, money in various amounts which will be spotted all over the city.

Toledo—New FM station for Toledo, WEAH, to cost more than \$200,000, will soon be under construction, announced Nicholas J. Walinski, Toledo, secretary-treasurer of the Ohio-Michigan Broadcasting Corp. Electric Auto-Lite Corp., Toledo, which sponsors the Dick Haynes program, is a 25% shareholder in the corporation.

# THE NATION'S STATION

# announces the appointment of KEENAN & EICKELBERG

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CROSBY BROADCASTING CORPORATION





## Music Notes

Saul Bourne in Hollywood confabbing with Mike Gold, Coast rep of Bourne and ABC music companies... Frances Wayne etches four for Exclusive Records today (Wed)... Frankie Lane signed by Standard Transcriptions... Bill McCall, proxy of 4 Star Records, Coast odd-label, in New York... Butch Stone inked by Majestic Records... King Cole, Jack Smith, Margaret Whiting and Pled Piers waring for Capitol this week... Miltia Balaletskoff scoring Columbia's upcoming album, "The Prince of Thieves"... Lee Fimburgh, Hollywood head of BVC, on tuning-out trek through Pacific Northwest... Tommy Dorsey, Dennis Dix and Johnny Tyler have recording sessions this week for RCA-Victor on Coast... Lionel Hampton sliced four sides for Decca last week... Last was busy week for Columbia Records' Hollywood office, Frances Warner, Woody Herman, Nelson Eddy, Rose Stevens, Duke Ellington and Dinah Shore each etched four disks. Date was first for the Dixie under his new Col pact... Leo Diamond packed for year by Viscousities label will do 16 sides, first on Aug. 25, before heading for Honolulu date... Bill Sexton, Coast rep of Burke-Van Heusen, back at his stand after N. Y. trip... For Willing and Dale Evans waxed four sides each for Majestic on Coast over weekend... Jack McLean orch sliced two disks for Coast Records in Hollywood before heading eastward on one-liners this week... Cass County Boys sessioned for Variety Records over weekend... Forest cut four faces for M-G-M over weekend, backed by Harold Monro orchestra... Reah Sadovsky plattering another four for Enterprise Records... George Morrison has left Capitol Records' Hollywood office to join Exclusive as assistant promotion manager... Jerry Johnson, professional manager of Southern Music, coming in two weeks to see Nat Wincent, Hollywood chief of firm... Don Payne and Jean De Paul have clefited a title song for RKO's "Your Red Wagon," which Marie Bryant will chirp in film.

### BENEKE-HAYNES TO LAUNCH MUSIC FIRM

Hollywood, Aug. 19.  
Ter Beneke and Don Haynes, manager of the Beneke-Glen Miller orchestra, are forming a music company. New organization will be labeled Owl Music Co.  
Outfit probably will be headquartered here, where Haynes stays anchored. No staff has been selected.

### Ormandy Will Baton At Bow Truman's Bowl Bow

Hollywood, Aug. 19.  
Eugene Ormandy will conduct for Margaret Truman when President's daughter makes her local debut at the Hollywood Bowl Aug. 26.  
Ormandy, conductor of the Philadelphia Symphony, currently is doing a series of guest appearances for Bowl. He replaces William Steinberg, originally slated for prestige assignment.

## Loewe, Allers Guest With Toronto Symph

Toronto, Aug. 19.  
Frederick Loewe, who will direct the "Brigadoon" music, and Franz Allers, who conducts the Broadway musical, will be guest artists with the Toronto Philharmonic (U. of Toronto stadium summer series) Aug. 28.

Allers will be guest conductor and will feature Goldmark's "Sakuntala" Aug. 28. Loewe, who will direct "Suite Lynt's" "Concerto No. 2 in A" Aug. 29, will be guest artist with a medley of his current show tunes, with full orchestra support.

### U Cuts Dept.

Continued from page 5

mander, is currently on the Coast and returns to New York two weeks hence.

### Talent, Story Depts.

**Overseas Feel Ate**  
Fine-footbooming in the interest of economy being given to the companies to their U. S. establishments is also being felt abroad. British tax situation and accompany has declined in this country has been reflected in slashes in London story departments. In London story departments of British agents as long as six months ago.

Columbia and Universal have done complete cutting jobs since the British agents have been given a curtailing their coverage of books and plays, with just a skeleton crew to forward properties to the U. S. for synopsizing and judging. In charge for Col was Michael Storm, while Robert Lantz headed the U. S. return which included liaison duties with J. Arthur Rank. Lantz remains under contract and will be given a new assignment.

Warner Bros. and Samuel Goldwyn both eliminated their London story departments about six months ago. They depend on the New York correspondents of British agents to keep them aware of available material.

Other companies, according to headquarters, have no intention of shortening their London scouting headquarters. They include Paramount, with Frank Farrant in charge; 20th-Fox, with Archie Ogden running the office; RKO, where Max Shella Campbell handles literary material under supervision of talent-story-production chief Jack Veinon and Metro, where Kathleen Bourne serves under Ben Goetz.

Rank is also reported from London as contracting his story department. Sir Alexander Korda declared he is planning no changes on the basis that he has a \$75,000 releasing contract with 20th-Fox in this country.

### Briefs From Lots

Continued from page 1

Rat's pal in "Smith's Footfall" at RKO... Pete Smiley's "Football Thrills No. 10" goes into release Sept. 10 with the opening of the grid season... Louis Hayward signed for one of the five top roles in "Frodo to Night," first venture of Producing Artists, Inc... John J. Reilly checked in as technical advisor on light sequences in "The Red Pony" at Republic... Ende Rehm wound up his first production on the Paramount lot, "Night Has a Thousand Eyes," co-starring Edward G. Robinson, Gail Russell and John Lund.

Duffy Butler will direct "The Last Thing," to be produced by Alex Gottlieb at Warners... "The Legend of Black Bart" is the new tag on "Black Bart, Highwayman," at Universal-International... Melvyn Frank bought "You Were Away," authored by George Switzer, for indie production... William Frawley drew a loan shark role in "Blondie's Anniversary" at Columbia... Sterling Holloway started "Mass of Muscle," the first of his new series of comic shorts at Columbia... Al Kelley drew the director stick on "Slippery McGee," a Lou Brock production at Republic... Arthur Lyons signed Sept. 16. This is the second time in more than 17 years that any agency other than MCA ever has spotted a crew in the role. Morris' first hand-booked Jack Archer made the

As a result of the British tax, Goldwyn Pal whitened the budget on his forthcoming production, "Tom Thumb," from \$1,500,000 to \$1,100,000. Tom Thumb, was to adjust the budget to the American market without any bundles from Britain.

## Band Reviews

### LOUIS ARMSTRONG ORCH. (8)

**Billy Beyer's, Hollywood**  
That perennial young man with the golden trumpet is back. This time it's with a small hot combo that plays the music of the music river. Due for club and concert dates, the young orchestra was led by a new music maker because, apart from Ol' Satchmo at his best, it's Billy Beyer, no name, who's the field.

Highlighting the spotlight with Armstrong are Jack Teagarden, Barney Bigard and Sid Catlett. Rounding out the orchestra are the rhythm section of Carey and Mervyn Cobb on bass. For his own part, Armstrong played hour-long sets and even those weren't long enough. They clamored for more. The w.k.'s take their turns on the breaks and a team on the big T take care of the vocals, individually and as a team on some better known pieces.

Armstrong is playing again as he played several years ago, with imagination, a sharp attack and great technique. Teagarden and Bigard are getting more and more out of the siphon and the duo, whether scintillating or instrumentally, are unbeatable. Bigard on the clarinet, too, is undoubted the drum solo of the more famed part of the combo, clocking a lively and solid. Their solo work is a gem of their top opening night.

Armstrong and Cobb handle the rhythm chores neatly, though neither is featured.

Armstrong and new crew makes it bow from the very top of the hot jazz heap and the scheduled concert undoubtedly is going to set the ranks of the aficionados.

—Kep.

### TOMMY SHERIDAN ORCH (12)

Los Angeles, Aug. 19.

Muehbach Hotel, K. C.  
One of the newer bands in the Midwest, Tommy Sheridan's crew is playing its first stand in this area with the Muehbach Hotel, K. C.

Muehbach hotel, it's a young crew, put together in Milwaukee more than a year ago.  
Sheridan, at the piano, is somewhat known from his years with the Lawrence Welk crew. Sheridan is a player with the standard with an instrumentarium of five reeds, a sax, trumpet, guitar, string bass and drums. He sells on the large red section for depth and fullness, highlighting its specialties with flute work. The members are generally well called on for a minimum of lead work.

Emphasis on the piano, electric guitar, bass, clarinet and flutes gives favor off the path. The crew is beaten by bands here, and shows a little versatility. The associated library is possibly considerably rounded by novelties and specialties. Sheridan is getting a lot of attention from patrons for his large bag of oldies. Basically, band is a two-color crew but makes its main concern the new music, softer side of arrangements.

Sheridan carries the versatility into the vocal department. Lorraine as featured songstress, Bob (Drummer) for novelty chants, Jimmy Campbell (trumpet) for solo ballading, Dave Hester (bass) for ballrooming and a male trio of Art Campbell and himself. All hold up their assignments acceptably.

Crew could be a bit more careful about springing its intricate novel-

ties with too many dancers on the floor, making for poor poicing. Otherwise orchestra is well into this spot, and should be okay for similar spots, clubs and ballrooms. —Quin.

### LENNY HERMAN ORCH (5)

Astor Roof, N. Y.

This five-man combo, formerly led by Dick Kahn, is now on the loose during the summer season as a "reel combo" and is featured in street-level spots. The band's winter. While it works relief for the names on the Road, this touring company holds its own with anything the Astor management can dig up from the expensive gambles, as far as entertainment and forthright lanceship is concerned. It's a reflection on Sammy Kaye's crack swing orchestra which is doing a swell job of its own.)

Relief combo in too many instances, but to much that it is and some spots are dispensing with them. Not so the Herman group. It is one in category and all of its material is excellently played, from the most standard to the most elaborate. A few contemporary pieces developed the four contemporary achieved in every tempo attempted and the proof of the pudding, it is in the number of people rooting it while Kaye's group takes time out.

Herman's outfit consists of drums, piano, bass, tenor, accordion (latter double marimba). This instrumentarium is smooth, ballads, novelties, latin tempo, and anything else on the musical horizon, nearly tied together by the duo and trio vocals and served in a manner that's hard to resist. The members take a nod for excellence. —Wood.

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BIGGER  
THAN EVER

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What Are  
You Doing  
Now Dear's  
Cue?

### Les Brown Gets Band Slot on Bob Hope Show

Hollywood, Aug. 19.

Les Brown's orchestra was handed the assignment for the Bob Hope radio show here last week while his band was in the hands of Associated manager, Joe Glaser.  
Booking head, was in town, Band less off with Hope on Sept. 23 in the usual 10-12 slot on a new radio show.

This is Brown's first slot at big-time network radio and it affords him the opportunity to play at his home here in Beverly Hills, where he's been wanting to stay in this area for some time.

### Wm. Morris Books Valdes Into MCA's San F. Spot

Hollywood, Aug. 19.

William Morris agency has crashed into the heretofore private preserve of Music Corp. of America, and booked a MCA radio show for the orchestra into Fairmont hotel, San Francisco, for four stanzas, starting Sept. 16. This is the first time in more than 17 years that any agency other than MCA ever has spotted a crew in the role. Morris' first hand-booked Jack Archer made the

For more than a year GAC and Morris have been angling to get foot in the door at the Fairmount.

BVC presents—the latest compositions written and recorded by—

Bill's Mill  
ONE O'CLOCK BOOGIE  
I AIN'T MAD AT YOU

FREE EATS

BILL'S MILL

ONE O'CLOCK BOOGIE

I AIN'T MAD AT YOU

JACK BREGMAN

ROCCO VOCTO

CHESTER CONN

## Argentine Ban on Disks, Radios, Music Cues Fear for Biz Setups' Future

Montevideo, Aug. 12. Extravagant expenditure and shortage of dollar exchange has led the Argentine economic czar, Miguel Miranda, who heads the Argentine Economic Council, to decree drastic cuts in imports, eliminating completely all inflow of radio receivers, pianos, phonograph records, musical instruments and sheet music.

At end of the recent war, many new Argentine import firms had been set up to import a great variety of articles which were in short supply. The new restrictions will cause great hardship amongst those firms and in a great many co-related businesses. Record importers are especially hard hit. Odeon and RCA Victor have their local factories, which do a big turnover and export to the other Latin-American countries, but there are many types of disks which are not produced by the local setups because of the more limited demand. Record dealers did a brisk trade in these, and many of them imported for their own account.

Scarcity of concert grands and of all types of pianos (not manufactured in the country) has seriously affected concert managements and radio outlets. Radio El Mundo was dickering to purchase the Steinway imported by plane "in transit" for Arturo Rubinstein's Buenos Aires concert, and it is not yet known whether the suspension of imports will affect this deal. Steinway had shipped a piano for Rubinstein by cargo boat, but due to congestion in the port of Buenos Aires, the ship was unable to dock and unload the instrument in time for the opening concert. Consequently Steinway shipped a second piano by plane, the first piano to reach South America by air.

Sheet music publishers are hard hit, but local companies applaud the restrictions in the belief that they will benefit from these. Leaders of top jazz combos, however, find the restrictions on sheet music irksome.

## Beneke Cops Det. Poll Duke, Sinatra, Whiting, King Cole Also Score

Detroit, Aug. 19. Snaph interest was shown in the 1947 annual Motor City radio poll by WJBK here to determine the most popular dance orchestra, male singer, female singer and small combo. Popularity conducted by "Jack the Bellboy," WJBK disk jockey here named Tex Beneke-Glenn Miller orchestra as first place winner trailed by Stan Kenton and Harry James.

Frank Sinatra captured top spot among the male singers, second and Andy Russell third. Bing Crosby rated seventh. Margaret Whiting topped the female vocalists, with Peggy Lee second and Jo Stafford third. Dinah Shore was fourth. Dorothy Shay was 10th.

Small combo ribbon went to the King Cole Trio, which polled twice as many votes as the Harmonicals in second spot.

## GAC Nixed Bid For Major Stock

Syndicate composed of an undisclosed group of men recently made a pitch to buy the controlling stock in General Artists Corp. Bid was made to Bernie Miller, GAC attorney, for relay to Thomas G. Rockwell, president of the agency and holder of all of the stock in the company. He turned it down flatly.

Rockwell is on the Coast, working out of GACA's Hollywood office and living at his Monrovia home. He's been west since early summer and probably won't be back to New York before Labor Day.

## Jack Robbins Purchases Walter Fuller Catalog

Jack Robbins last week purchased the Walter Fuller music catalog, consisting mostly of jazz instrumentalists written by Dizzy Gillespie, Buddy Johnson, et al. Acquisition forms the fifth catalog Robbins has bought since selling out his interests in the Robbins, Feist, Miller combine to Metro films, his partner, and going into the business with Robbins. Incidentally, last week signed Raymond Burroughs, Columbia U. music prof, for his new teaching plan. He's the guy Ima Mag recently devoted a spread to. Burroughs will do piano methods for folio publication by Robbins.

## TED WEEMS BOOKED FOR THEATRE DATES

Ted Weems' orchestra, which received a strong b.o. shot via the revival of his old "Heartaches" diskings on Decca and RCA-Victor records, is set for a long string of theatre dates. Weems is booked at major houses for eight weeks, starting Sept. 15 at Palace theatre, Columbus, and running through Dayton, Cleveland, Cincinnati, Indianapolis, Akron, and EKO Boston, west of New York. Others are being negotiated, including a date in New York.

Since the "Heartaches" disk, masters which were held by both Decca and Victor, Weems secured a recording contract with the Mercury label.

## ASCAP Coast Meet Set

American Society of Composers, Authors and Publishers has scheduled its annual meeting with the Coast member-contingent for Sept. 11. Affair will be held this year at the Beverly Wilshire hotel, Beverly Hills, and will include the usual meeting and dinner.

Only Deems Taylor, ASCAP president, and Johnny O'Connor, chairman of the Society's executive board, are due at the moment to go west for the confab.

## Capitol's Success—Or How 3 New Disk Names Hold Off a Sales Slump

### Desi Arnaz Musicians Sue Bus Co. for \$366 As Result of Crash

Chicago, Aug. 18. Suit by 17 members of the Desi Arnaz orchestra was filed in Chicago federal district court last week asking \$388,000 for injuries allegedly suffered when a chartered bus, in which they were riding struck any other bus near Rolling Prairie, Ind., July 8. Complaint claims that machine owned by defendant Checkers-Way Charter Coach Co., Chi., was being driven at an excessive speed when the crash occurred.

Largest amount asked for in the suit—\$100,000—is being sought by Charles Harris, who claims that he received permanent injuries to head, eyes, and body. Harris is still hospitalized. Among the other band members: Ralph Pelices, \$75,000; Miller, \$50,000, and Roger E. Haller, \$25,000. Thirteen other band members combined seek an additional \$86,000.

## West Coast Sheet Sales in 50% Dive

Hollywood, Aug. 19. West Coast sheet music sales figures have diverged approximately 50%, the worst slump jobbers in this area have experienced in 15 years, they say. Current totals are gauged to be at least 10% below the previous boom level of September, 1944.

There are two prices for music here. Music stores deriving their earnings strictly from sheet music and allied products are charging 40¢ a copy whereas the chain stores—Woolworth's and Kresge's—are asking the same old 35¢ top or three for a dollar.

Capitol Records, which was launched during the early days of the war—an inopportune time due to materials shortages, etc.—and subsequently was driven into major ranking by a combination of luck and aggressiveness by Glenn Wallich, Buddy DeSylva and Johnny Mercer, apparently hasn't lost its rabbit's foot.

During the past couple months, with record sales on the decline and any indie company, such as Capitol, which didn't have a classical line or a heavy standard catalog figuring to be seriously hurt, Cap made its own break. It came up with two hither-to unknown artists and another previously confined to westerns and hit the jackpot.

Six months ago few people had ever heard of Red Ingle or Nellie Lutcher and few followers of popular music in national diskboxes knew much about Tex Williams. Yet these three names may have saved a good part of Cap's bacon at the sharpest point of the sales slump.

Ingle's first recording for Cap—"Tim Teyshum"—with Jo Stafford under an assumed name broke for a big hit. Then came Williams' "Smoke, Smoke, Smoke," which, instead of being strictly western, became a national fave. Then came Miss Lutcher, another completely new artist, whose "Hurry on Down" and "Real Gone Guy," etc., are big sellers. Ingle's and Williams' records are both due to surpass Cap's biggest previous seller in total copies—Johnny Mercer's "Acheson, Acheson, Cap's Fe."

Cap became a national label name via one disk—Ella Mae More's "Cow Cow Boogie"—with Freddy Slack's orchestra. This disk put Cap into big-time disk affairs and the company subsequently went on to develop its own stars such as Jo Stafford, King Cole Trio, Stan Kenton, Mercer, et al. None of these names have had a really big record recently (with the exception of Miss Stafford's connection with the Ingle disk). It took three names to hold off the slump.

Edward B. Marks Music Corporation  
INTER-OFFICE CORRESPONDENCE

DATE 8/15/47

to Harold Lee, Professional Manager

FROM Herbert B. Marks

In looking through today's Variety, I noticed the following:

1. I WONDER WHO'S KISSING HER NOW (Twentieth Century Fox) is, according to Variety, "Overcoming the heat and summer dog days to soar into national leadership this week." That means it's the biggest box office film in the country.
2. I WONDER WHO'S KISSING HER NOW (Joe Howard's more than immortal song) is second in the best sheet music sellers for the week ending August 9th. ("Peg O' My Heart" is still on top, and it rates it.)
3. There are so many records of I WONDER WHO'S KISSING HER NOW that even Variety can hardly keep them straight. By the way, is the total 24 or 25 now?
4. Considering how short a time we have been working on the song, I think it is wonderful that we are already on the LUCKY STRIKE HIT PARADE. I have a hunch we'll be on that much-to-be-desired program for many weeks.
5. The order department tells me HONEYMOON from the same Joe Howard-George Jessel film, is really beginning to pop.
6. WHAT'S THE USE OF DREAMING, from the same score, seems destined to break wide open any day and what a sleeper we have in BE SWEET TO ME KID! Joe could certainly write them.
7. To get away from I.W.W.K.H.N. for a final second, I hear you are planning a big campaign on THERE'LL BE SOME CHANGES MADE. Is that bad?

Congratulations, Harold, on the swell job you and your staff are doing.



## Bands at Hotel B.O.'s

Band	Music	Weeks Played	Covers	Total Covers
Shirley Annis... Astor Roof (\$51-\$1.25).....	2	2,850	3,350	
Jack Fina..... Waldorf (400; \$3).....	2	900	825	
Sketch Henderson, Pennsylvania.....	2	1,400	2,475	
Jerry Wald..... New Yorker (400; \$1-\$1.50).....	2	1,100	4,150	
Johnny Pineapple, Lexington (300; \$1-\$1.50).....	40	725	37,150	

\*Ice Revue at New Yorker.

## Chicago

Del Courtney (Marine Room, Edgewater Beach; 11:00; \$1.50-\$2.50 min.). Temperature leveling and Beachwalk back in ground; 11:00; \$1.50-\$2.50 min. Freddie Nagel (Empire Room, Palmer; 6:50; \$3.50 min.). Some 3,300 admishes. Benny Strong (Boulevard Room, Stevens; \$3.50 min.). Getting convention rush; next 4:00. Charlie Ventura (College Inn, Sherman; 9:00; \$2-\$3.50 min.). Disk Jockey Asa, and American Legion headquarters at hotel. Clark Dennis in top spot; 5:10.

## Los Angeles

Edwy Howard (Ambassador; 9:00; \$1-\$1.50). Wangled a strong 2,600 covers. Pace excellent all summer. Russ Morgan (Biltmore; 9:00; \$1-\$1.50). Finding it tough to lure "em into the stunning downtown area; flabby 1,400 tabs.

## Location Jobs, Not in Hotels

(Chicago)

Marty Gould (Chez Paree; 6:50; \$3.50 min.). Danny Thomas nearing win-up with staggering 6,400. Henry King (Aragon; 9:30-\$1.15 adm.). Ballrooms getting big play this week; 18,100. Ray Pearl (Blackhawk; 5:00; \$2.50 min.). Another heavy convention objective. Big 2,700. Teddy Phillips (Trianon; 9:00-\$1.50 adm.). Phillips' first week drew plunk 12,000. Buddy Shaw (Latin Quarter; 7:00; \$2.50 min.). Ben Blue opened in interim show Wednesday (13); 4,800 covers.

(Los Angeles)

Jack Barrows (Aragon, B. Ocean Park 11th wk.). Carlos Molina crew shared last over weekend, but pace didn't accelerate; 4,800 customers. Tommy Dorsey (Casino Gardens, B. Ocean Park, 11th wk.). Stout 5,000 admishes. Frankie Carle (Paladium, B. Hollywood, 4th wk.). Pace perked with dropping temperatures; satisfactory 9,200 customers.

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## Phil Brito, Irv Romm Split, Spring Paying \$13,500 to Get Out

Phil Brito and Leonard Romm, his manager for the past few years, parted company last week (12). Papers legally separating the two were signed coincident with the payment by Brito to Romm of a sum claimed to be \$13,500. Romm is now negotiating for a new manager. Brito is working various clubs throughout the country at the moment; he opens at the El Morocco, Montreal, Aug. 25, for two weeks, then to Borsellino Club, Cleveland, Sept. 8 for two weeks and Glenn's Rendezvous, Newport, Ky., Oct. 17 for two weeks. He recently renewed a recording contract with Musicraft Records.

## Daily-Bands

Continued from page 41  
ably has a lot to do with the gradual and almost unnoticeable surge in recent months by piano bands. For some years, attention had been centered on trumpet, trombone and jump sax playing masters. Now the pendulum is swinging and it's due to the desire of the kids for dance bands that play dance music. Sketch Henderson, Jack Fina (who sprang from Freddy Martin's combo, essentially a "piano band" though strictly plays sax), Murray Arnold, another Martin alumnus, are only some of the better known piano leaders lately organized. Back there is the greatly increased popularity of Frankie Carle, Carmen Cavallaro, etc.

## British Best Sheet Sellers

(Week Ending Aug. 7)

London, Aug. 8.  
Now is the Hour... Keith, Prowse  
Souvenirs.....Wright  
Get in the Mood.....Wright  
People Will Say.....Chappell  
Mamelle.....F. & H.  
Sun in the Morning.....Ricordi  
Old Spanish Trail.....Maurice  
Maritime.....Southern  
They Say It's Wonderful.....Berlin  
Galaxy Bay.....Conley  
A Little Tenderly.....Conley

## Second 12

Heartaches.....Connelly  
Time After Time.....Morris  
Little Dutch Mill.....Dahl  
Anniversary Song.....Connelly  
How Lucky You Are.....Connelly  
April Showers.....Chappell  
Donagel.....Conley  
Violetta.....Conley  
You Went Away.....Box & Cox  
Stars Will Remember.....Feldman  
Hallelujah.....Keith Prowse  
Never Too Late Mend. Strauss-M

## Aussie Music, Disk

## Sales Problems Cited

## By Sutherland, Whitford

Australian record sales have not risen in proportion to the U.S. disk boom, says George Sutherland, prez of the Aussie music publishing firm of Allan & Co. in New York on a visit accompanied by Claude Whitford, company director and manager of its Adelaide branch. Sutherland, whose firm also operates retail music outlets in Australian key cities, attributed the small platter sales volume to the high import duty on foreign made disks and meagre do-it-yourself production. Sutherland pointed out that a record retailing in the U.S. at 75c costs the Aussie customer about \$1.75, much beyond the range of most buyers. Current platter production, he said, is limited to one pressing plant, which makes disks for Masters Voice, (Columbia) and also presses under license for Decca and a few other labels.

During the war the government tied up raw materials and more recently production has been hampered by labor difficulties. He asserted that during the war, Aussie also had its sales boom but were faced with empty dealer shelves. "Australian musical tastes are fairly close to those of the U. S.," Sutherland said, "and our market reflects U. S. leaning about 12 months later. The public has grown tired of sophisticated rhythms and is reverting to simpler styles. Spanish music, however, has found little favor." He was particularly impressed with America's development of music appreciation in the schools and said that it was a "model for the world."

Sutherland, reputedly the "oldest Aussie music publisher" whose firm celebrates its 100th anniversary in another three years, pointed out that his country faces a music sales problem peculiar to that area. He explained that Australian radio, for the most part, is of "purely local nature" and music broadcast there does not reach the audience saturation point that's possible via the American networks. Hence sales stalls spread their efforts over all avenues of exploitation.

Sutherland and Whitford expect to remain in N. Y. until the end of August to conclude deals with U. S. publishers. They'll also visit instrument manufacturers and plan to go through the Midwest and the Coast before returning to Aussie. Prior to coming here the pair spent two months in Holland, Belgium, Czechoslovakia, France, Italy and Sweden.

Whitford said that musical imports are scarce in Aussie due to import difficulties.

## Inside Orchestras—Music

Entertainer Stanley Kramer, now at the El Morocco, Montreal, handles a lot of strings to manipulate the mariottes which are part of his act, but he is still bested by American Federation of Musicians head James C. Pettillo. Kramer used recorded music to accompany his dancing or singing dolls and also when he performed with his own orchestra. Pettillo figures no musician should be put out of work by a phonograph record but he recognizes, however, that it was impossible for the Kramer-Martin, Pop and the Merry Carry-on to put out work by them around the country. So Pettillo arranged a solution by simply making one of the Kramer's a musician. Now Mrs. Kramer carries an AFM card for the sole purpose of having the authority to play the records.

Crack made once by a rival jockey that Ted Husing was established on WIP, New York, as disk-jockey solely to feature M-G-M records when they hit the market has had a reverse effect. It has made Husing lean backwards away from the use of the new label's disks despite the fact that WIN is owned by Loew's Inc., which also owns the Metro film company and the M-G-M label. Husing rarely if ever is caught with a M-G-M disk on his turntable. While the trade feels that Husing could without kickback be the label owned by his employers even more than an even break, the rival jock's remark apparently has made him shun the subside's disks almost completely.

Power of the disk jockey is further cited by Bill Anson's ballad "When I Write My Song." Through constant plugging by Anson, a Hollywood disk jockey, the occasional "spinnin'" song has gone as high as number three on the Southern California juke box best-sellers to 23 on national bests and has hit top 15 in record sales in Los Angeles. Ditty has had one live air plug to date—by a radio show, Jeffries waxes into until last week, when John Lorenz' platter was released, he had the only disk available. Tune has since been waxed by Buddy Clark and Xavier Cugat for Columbia.

The Vatican Singers, a group of 54 vocalists selected from Catholic churches in Rome, which recently opened an American tour with appearances at the Polo Grounds and Ebbets Field, is said to have just broken even by those appearances. That is made possible by concessional rates for sold-out seats, as well as, also song books which contained the religious numbers comprising the program. Underwood the concession man paid \$1,500 in advance for the rights and were reported to have gone home with it, at attendance in New York and elsewhere was not up to expectations.

Add M-G-M recording company officials to the list of people convinced that late night remote broadcasts by bands are at the bottom of the list insofar as exploitation mediums are concerned, whereas such wires were once the mainstay. When M-G-M sent out fliers and publicity material on Barron after he was signed and his first recordings were "due on the market, disk distributers disturbed M-G-M somewhat by inquiring, "who is Blue Barron?" The answer after Barron had spent months on the air from the Edison hotel, New York, broadcasting many times weekly. Regardless, Barron's initial disk for M-G-M of Sandy-Jays' "Ch-Babs," is a strong seller.

## T.D., Jack Johnstone Agree to Disagree On Music Pub Deal

Negotiations between Tommy Dorsey and Jack Johnstone, whereby the latter might have resumed his former position as head of T. D.'s Embassy Music, have broken down. All signs are off completely between the two and Johnstone is now dickering for a new spot. Final agreement to disagree occurred when Johnstone flew to the Coast for conferences with the leader. Due to the above circumstances, it's not known whether T. D. will reactivate his Embassy firm. He was scheduled to renew his contract next month with a song taken from Sammy Selt.

## Musicraft's Bank Loan Of \$200,000 Completed

Musicraft Records finally got its financial situation straightened out and for all last year's problems it got the remainder of the long-sought loan from the Marine Midland Bank. The loan is promised for \$200,000 to aid in the financial reorganization of the company, but for some time deferred putting it on the line. Finally it advanced a portion and last week the remainder. It was a relief, as the company was going ahead with recording, releasing of artists which were uncontracted, but for which agreements had to be written and otherwise preparing to make a new start on establishing itself in the disk business.

Nat McKinley's orchestra gets a shot at Post Lodge, Larchmont, N. Y., for two weeks, Sept. 1, for two weeks with options. Marshall Young orchestra is current and may return following McKinley.

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## On the Upbeat

Joe Negri Trio closes at Mercury Music Bar, Saturday (23) and will be followed by Al (Stomp) Russell threesome from the coast...Roy Eldridge opens solo engagement at Carnival Lounge, Sept. 1...Charley Chaney into Hollywood Show Bar for couple weeks...Victor Lombardo succeeded Art Mooney band at Ankara, Monday (18)...Hal McIntyre orchestra booked for one-nighter at Ches-a-rena Aug. 29.

**New York • Chicago • Hollywood**



# Shuberts Chill Toward Road- Vaude Idea to Keep Houses Lighted

Deal whereby the Shuberts would sponsor the comeback of vaude to keep its legs together lighted next season, which had again and pro is apparently all off, and the lads who would get in on the ground floor have relaxed back to previous doldrums.

Despite avenue and denial since such an idea was in the making but now seemingly scrapped after blue- print ideas were submitted, which they would entail greater cost of operation than had been anticipated. So, according to those close to the Shuberts, the vaude idea has been limboed for the time being, if not permanently scrapped.

However, according to the same spokesmen, there's hardly enough light attractions in preparation to solve the problem of keeping the theatre tenanted, which could prompt an about face on the vaude idea which such a stance would mean, necessarily. However, if and when it does come, it won't have the same long running success unless there are definite commitments.

Two plans had been previously mulled as mode of entertainment. Straight vaude idea was scrapped at the outset on grounds that capacity of houses, despite larger scale, could not compete with either chain-operated or indie houses, especially with films helping to bolster grosses in such houses.

Inflationary salaries of top talent, plus inability to sustain stock bills consistently through the season, were double factors in the Shuberts' chilling towards vaude. Unit lites was also another factor, as much as the right sort would prove too costly and nondescript layouts would lack b.o. draught.

Fact remains that the Shuberts are still in a quandary as to possible tenants in forthcoming season. They have announced about a dozen productions they will do on their own or in association with others, and with former producers who had fed attractions to their theatres in other seasons more or less recently. Now, the diehards still believe they'll be forced into some sort of vaude policy to keep most of their theatres lighted. It's certain they'll solve the tenant problem in N. Y. and other keys, but in the rest of the country they're reputed to be some 24 other Shubert theatres that will need shows.

## Back to Burlesk

Pittsburgh, Aug. 19. —Funmovie (Casino) has closed down after two months of operation by Harry Gattenger and Arthur Ringer. House will be cleaned up in preparation for resumption of burlesque shows on Aug. 23.

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## Watts Heads 30 Skaters In 'Hollywood Ice Vanities'

Los Angeles, Aug. 19. —Troop of 30 skaters, headed by Twinkletons Watts, went into rehearsal for "Hollywood Ice Vanities," a rink musical headed by Sol Corberg. Company, which goes into action late this month, is booked for six weeks in Honolulu.

## Charge Coast Tooters Strongarmed Raises From Burley House

Hollywood, Aug. 19. —Harry Popkin and Arthur Ringer, operators of Burbank burlesque theatre, prepared filing of a suit against Local 47, A.F. of M., asking an injunction and damages of \$25,000.

Popkin alleges that despite contract that runs until November, union has obliged them to increase wages of musicians there through threat of boycott and strike. Fair claim that original agreement was signed upon the heels of Local 47's demand for an injunction and damages of \$25,000. Popkin alleges that despite contract that runs until November, union has obliged them to increase wages of musicians there through threat of boycott and strike. Fair claim that original agreement was signed upon the heels of Local 47's demand for an injunction and damages of \$25,000.

## N.Y. NITERY OP PLEADS GUILTY TO TAX EVASION

Jack Green, former proprietor of the La Conga nery, N. Y., pleaded guilty to tax evasion of \$75 weekly. Paid content that like tactic was used to get \$74 wage from Pollies operators. Nevertheless, they decided they continued paying \$74 until March 10 when Local 47 demanded increase "regardless of contract."

For the months of October, November and December, 1946, Ringer and Green paid no cabaret taxes, although he collected more than \$22,000 from patrons.

Federal Judge Poteris set sentencing for October 1, 1947. (Thurs.) when Green will face a possible maximum penalty of five years in prison on each of the 10 counts.

## Ohio Nitries Sloughed For Sunday Booze Sales

Columbus, O., Aug. 19. —George Malberger, operating the Hostess Club, Toledo, and Chester and Joseph Krasniewski, operating the Starlite Club, Toledo, had their licenses suspended for 60 days by the Ohio Liquor Board, on charges of Sunday sale of liquor.

Kenneth J. Dunn, Woodville, O., night club operator, received a similar suspension, being charged with having seven slot machines.

## El Brendel's Vaude Tour

El Brendel, stage and screen comic who recently closed summer season with the St. Louis operation, is planning another whirl at vaude after an absence of many years.

Al Grossman, who's setting up the vaude dates, is also angling a radio deal for the comic.

## Allan Jones' Concerts

Hollywood, Aug. 19. —Allan Jones has been booked for a week of two-day concerts at McKinley Auditorium, Honolulu, opening Sept. 17.

Tenor reportedly gets \$5,000 for the stand. Leo Diamond is the only other attraction on the bill.

Buzz Taylor, opening at Madison Duarte, Jamaica, N. Y., restaurant, nity as vocalist tonight (20), was a cabaretier when recently "discovered" by nity-owner Charles Duarte while singing at the wheel.

## FRANK MARLOWE

Opening week August 28 at the BKO Boston the extra added attraction with Louis Prima and his orchestra.

Returning to the Strand, New York, soon.

## BAA-Izzy Hirst Pact Talks Set

Chicago, Aug. 19. —Negotiations between Thomas J. Phillips, head of the Burlesque Artists Assn., union covering burlesque performers, and reps of the city's first circuit, operators of wheel houses and as many attractions, has been set for latter part of week.

Deal is for pacting of circuit's houses and shows, which would give the BAA 100% union shop in the burlesque field. Midwest circuit shows and houses have already been signed up by the union as well as several stock houses.

Phillips is angling there'll be additional billy stands after season gets under way and is currently negotiating pacts with prospective operators.

## Connie Boswell's \$3,750 Per Wk. at 400 Club, St. L.

Connie Boswell has been signed to reopen the 400 Club, St. Louis, for the season Sept. 19. She's in for two weeks—at \$3,750 per wk. It's her second shot at the club within six months.

Miss Boswell recently completed dates at Last Frontier, Las Vegas, and Cal-Neva Lodge, Lake Tahoe, Nev.—and these theatres before the St. Louis job. She opens this week (Thursday) at the Capitol, Washington, D. C.

## New San Antonio Vaudeur

San Antonio, Aug. 19. —Follies Theatre opened here by Garza & Garza will use all vaude policy. It will play live act bills weekly with films.

Fong Tu Yeung, Chinese magician, heads opening bill next week.

## Saranac Lake

Saranac Lake, N. Y., Aug. 19. —Dr. Mendella Borda from Indore, India, is the latest addition to the Saranac Lodge staff. He's here to study modern medical technique.

Whitley Matthews, after a week in bed, is now up and at 'em.

Harold Klein in from N. Y. to visit Lillian Berger, who is doing nicely.

Charles Benedict came in from Cornwall, Canada, on a surprise visit.

Dick Menin sends the gangs greetings from New Rochelle, N. Y., and reports that he's taking things easy.

Surprise treat for the night, the Lodge was provided by Harry Magazine orch from the Hotel Saranac. They entertained with request numbers.

Ben Zichewicz, Warrenton of Camden, N. J., appointed emergency switchboard operator at the Rogers Bill Telford, treasurer of the Capitol Theatre, N. Y., visited Sydney Cohen and Eddie Signa while passing through on vacation.

Mr. and Mrs. Tom G. Loftoff of Frackville, Pa., in to visit Sam Lefko. A birthday party, consisting of ice cream and cake was held in the Stern at the Rogers. He's flashing good clinic reports.

Mr. and Mrs. G. Albert Smith and Mr. and Mrs. Alfred Michalski, former manager of Warner Bros. Theatre, Manchester, Conn., are celebrating their anniversary at the Lodge.

(Write to those who are ill.)

# AGVA Gets Under Labor Law Wire, Pacting 711 Basic Agreements

## High Hat, Akron, Closed On Lewd Show Rap

Columbus, O., Aug. 19. —High Hat club near Akron, O., had its license revoked by the Ohio Liquor Board, because of presenting an indecent floor show. The spot was raided May 25 by Summit County deputy sheriffs.

Four performers were fined a total of \$600 and costs for participating in show.

## Ejected Patron Slaps 50G Suit on Latin Quarter, Chi; Alleges Rough Treatment

Chicago, Aug. 19. —Latin Quarter here is being sued for \$50,000 by Allen Rakow, of Chi., who claims he was ejected from nity because he wasn't wearing a coat over his sports shirt. The papers, which were filed in the Municipal court last week, state that the club's attendants threw him down a flight of stairs in the course of the argument.

Named as defendants are Ralph Berger, cafe's owner; Sam Berger, Louis Meyer and Frank Frisco.

## AAA TALENT AUDITIONS TEE OFF IN SEPTEMBER

Associated Agents of America, N. Y., group whose membership comprises small agents and club bookers are setting up another series of auditions for talent, first of which will be held at Nola Studios, N. Y., in late September.

Idea of the auditions is to provide a talent pool from which members of AAA may draw talent. Since N. Y. group has no rates and no spots, currently operating with small dance combos are swinging to usage of acts also in autumn, agent group is anxious to channel new material into these modestly-budgeted spots.

## Slapsy Maxie's Sold To Don O'Connor Outfit

Hollywood, Aug. 19. —Sale of Slapsy Maxie's nity by Sammy Lewis and Ben Blue, who, approximately \$100,000, including inventory, has been finalized.

New owner combine is headed by Sy Devore, local haberdasher; his brother Charles, then Donald O'Connor and Jerry Brooks.

By way of offsetting any impediments which may accrue via the new Tat-Hartley law bill, becoming effective Friday (22), American Guild of Variety Artists has gotten under the wire by pacting 711 basic agreements, accompanied by cash securities, for forthcoming season, according to Matt Shelvey, national head of the union. All pacts are of one year's duration, with renewals automatic unless either union or operator exercises a 60-day notice clause on non-renewing.

AGVA drive had been going on for past six weeks with splendid cooperation from nity and cafe operators involved, who, according to Shelvey, were more or less eager to sign with union. It was guaranteed there'd be no union squabbles on talent in forthcoming season because of the T-H bill. Just how new bill will affect the vaude talent is yet to be clarified by AGVA attorneys, Joseph T. Silverstone and Mortimer S. Rosenthal, as well as educators for Associated Actors and Artists of America, parent of all stage unions.

Shelvey claims the 711 spots signed on to how far the law will affect AGVA and talent union alignments, which have migratory memberships and operations, such as are none too clearly defined in the T-H bill.

Shelvey claims the 711 spots signed represent all top and lesser nities in New York, Chicago and other key cities. Security clause, guaranteeing the number to cover deal is around \$750,000. Before slump and other causes prompted numerous closings last year and this year there had been \$500,000 in bond money up at AGVA as stand-by insurance for performer-members. At that time some \$200,000 was distributed for salary or returned to operators going out of business, who had previously paid off all obligations to union. There are still some 50 small spots yet to be pacted, which AGVA feels will fall in line this week or next.

## 'Water Follies' Sock 25G At Utah Centennial Expo

Salt Lake City, Aug. 19. —Sam Snyder's "Water Follies" of 1936, now co-opting at the Utah Centennial Exposition drawing \$1,000 at \$1-25 scale. Biz tapered during the week, but Snyder has finished with a good \$25,000. Show is scheduled for three weeks, doing several top performances and two weekend matinees.

Prem was slightly handicapped when heating equipment for the outdoor pools wasn't on hand in time, and swimmers had to work in water at a brisk 38 degrees. A couple of girls couldn't make it, so Snyder to drop out, and all swimming routines were cut short.



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# Tour Memberships, Out of Strawhats, Seen Overcrowding Equity's Rolls

Rash of membership applications to Equity that accompanied the summer stock season has been embarrassing to the association later on. It is contended by many actors who believe that many of the new members from the strawhats and accompanying drama schools have no legitimate right of access to the rolls which will become overcrowded, so that there will be too many actors than the possible maximum number of jobs.

During June there were 128 new Equities "elected," and applications have since averaged 100 weekly, so that last summer's 800 new members, mostly from strawhats, will likely be exceeded. As all newcomers must pay \$100 initiation fee, plus \$2 for the first year's dues, an integral percentage of Equity's income is thereby derived. Rules provide that tyros or others having contracts for a legit show are eligible to membership but it's possible that a brake will be put on newcomers during the new season. A committee is investigating the sumptuous field with a view to recommending changes in the regulations for strawhats, its report not due this time, however, until the end of the year.

In the interim, players who appeared in the stocks will be given opinions pointing to the betterment of conditions in the strawhats. The committees may recommend a reduction of the number of new members from that field but the proposal is likely to come to naught before the strawhat report is filed.

## WINS \$6,350 AWARD FROM MAXEJIN

Summary judgment was granted Aileen B. Gross, actress, over her suit last Thursday (14) by Justice J. Edward Lumbard, who awarded her \$6,350. Gross is described as a backer of Jelvin, who is operating a drama school in N. Y., and who has a lease on the International, N. Y. Claimant testified to having invested \$5,000 with Jelvin in 1945, the money supposedly purchasing a share in a play, which, however, was never produced by the defendant. Judgment was then obtained, but in settlement Gross accepted \$5 notes of the \$6,350 award.

When Jelvin defaulted, Gross turned the matter-over to a collection agency and the balance of the sum of \$850 was included in the judgment. Jelvin contended that the notes represented promissory notes not payable by Jelvin Productions, which was also made liable for the judgment. Court rules were in Jelvin's defense and also rejected an allegation that the rate of interest (\$500) was usurious. Gross took exception to the "Burlesque," now at the Belasco, might close soon, another reason for judgment should be granted promptly.

## Theatre '47 Dallas, Sets 20-Week Autumn Season

Dallas, Aug. 19. Plans for a fall and winter season beginning in mid-November and presenting eight plays in 20 weeks, were announced by Theatre '47 in Dallas immediately after the successful close of its initial summer season.

A board of directors and Managing Director Margo Jones are now drafting detailed plans for the fall season. Permission for the continued use of the 200-seat Gilt Old Playhouse in Park Park has been granted. Plans for the production have not been determined but it's tentatively planned to produce five scripts and three plays. The company of New York actors will be engaged in September.

## Gets Leave for Legit

Hollywood, Aug. 19. Lorraine Miller was granted a leave of absence to her S. P. Pictures part in "High Button Shoes," legit musical being produced by Monte Prosser and Joseph Kipnis.

George Abbott will direct, with help by Stephen Sondheim and songs by Sammy Cahn and Julie Sygne.

## Shows in Rehearsal

"How I Wonder"—Ruth Gordon, Garson Kanin, with Victor Sarnock and William Fielding.

"My Love"—Henry Dolly.

"The Merchants"—Theatre Guild.

"The Benchwarmer"—Alex Yokol and Joel W. Schenker.

"The Great White Hope"—Monie Prosser and Joe Kipnis.

"I Get a Get Out"—Herbert Harris.

"The Star Wars"—Louis Schanker.

"We Love a Lassie"—Shubert.

## 7 Sept. Preems

"Musical"

## Set for B'way

Less than three weeks ago there was only one new show definitely headed for Broadway during September. Now there are at least five, and the premiere list may increase by that day, including that producers are going into production.

Early September arrival is to be "How I Wonder" by Ruth Gordon, Sept. 8. "We Love a Lassie" by Shubert, Sept. 8. "The Great White Hope" by Monie Prosser and Joe Kipnis, Sept. 8. "I Get a Get Out" is slated for the Cort, Sept. 25, with "Our Lady of the Flowers" later at the Cort.

"How I Wonder" is listed for Sept. 30 at the Hudson, which currently has "State of the Union."

"Judas," a controversial drama by Christ and Judas, tried out recently at the Ogunquit, Maine, as a strawhat, where it was boycotted by the Catholic church and was rejected by many very little business.

Drama was slated for further tryout in Boston, but when the Hub's mayor turned thumbs down on it, the production was cancelled by Michael Meyerberg, producer of "Judas," and also its adapter.

"The Magic Touch" shifted from the New Labor Day week to the International (Columbia) place. Play's first night in Buffalo at the State, drew a sparse lining. Newark being the first new straight play should try a \$6 top caused eye-brow-lifting among the legitimate. "Magic Touch" says the high scale will apply to a number of benefits reputed to be booked for this week or so but that a more normal scale will apply otherwise.

## SETTLE WALKOUT AT LEAVES AFTER 5 DAYS

Labor trouble flared up again in N. Y. theatrical costume plants last week when the costumed walkout in one shop, but Monday (18) the situation was clarified and the costumed times being played through the new season. Tailors and others received a 5% increase and employers will give 1½% of the payroll to the union's health fund.

Average wage increase is around 25% but the costumed 25% of the amount to 40% in the past three years. Men's tailors now get \$77 a week, as against \$60 a week for the union demanded pay. Cost of costumes has correspondingly increased, being passed onto shop producers.

Walkout occurred in the Eaves shop, where the costumes "Allegro" are being made, shop being idle from Friday until Tuesday (19) but after 5 times being two days. Contract between the union and costume plant operators was explained by the next day's settling between lawyers representing both parties, after which it was called off.

## Sketchy Memphis Sked

Legit season looks pretty sketchy here for fall and winter.

At the Elks auditorium, schedule is a check of concerts, sports events, etc., management's own show bookings are fairly skimpy for the season.

On calendar now are: "Skating Vantiles" of 1947, Oct. 19-19; "Annie Get Your Gun" with show starting Oct. 29-Nov. 1; "Desert Song," Nov. 14-15; "Life With Father," Nov. 14-15; "The Great White Hope," Nov. 14-15; "Holiday on Ice," Jan. 27-Feb. 4; Al Chymia Shrine Circus, Feb. 4-20; "Harvey," March 3-5; and "Song of Norway," March 26-27.

Metropolitan Opera dates not set as yet.

# League of N. Y. Theatres Vote Sides With Equity's Negro Segregation

## Golden-Lambur Set As New Chi Prod. Unit

Chicago, Aug. 19. J. F. Golden and J. Michael Lambur, sons of wealthy Chicago families, have organized a legit-producing unit, Golden-Lambur Inc., and are set to make their debut with "All Gail Is Divided" in the fall. Ralph T. Kettering has been retained as manager of the firm and Daniel Newman as press rep. Casting for "Gail" starts Aug. 25 in New York.

Play, by John I. McGivver, a professor at Catholic U., Washington, D. C., recently received a two-week layoff at the university. G. & L. has contracted Walter Kerr, well-known while David Fribbles will do the decor, costumes and lighting. Premiere will be in New York, Boston, if it is available in Chicago.

## Segregation Deal Brings Quick End to Equity Accord

As soon as the Washington segregation deal was terminated last week, negotiation of a somewhat revised basic agreement covering 1947-48, within the League of New York Theatres and Equity, was accomplished within a couple of hours on Friday (15) although it took a longer time for producers to reach agreement on the Chorus Equity agreement, which was not stipulated there were no important changes and no increase in the \$60 top for the actors.

Stage managers, who are all Equities, now recognized as a separate class within the association, but no pay scale was suggested, that being a matter of individual bargaining. Stage managers cannot accept less than the Equity minimum but the majority receive considerably higher compensation. They should be considered on the first day, not to play a part unless in case of a definite emergency and then only for a limited time, when called in by the manager, whereas last year full pay did not apply until rehearsal began. This eliminates use of their services costly in managerial offices. There is to be no rehearsal pay increase (\$25 weekly) but such allowance shall start on the first day of rehearsal, although the previous five days is retained, during which time an actor may be replaced. Managers know that they will be able to get street clothes or otherwise, as called for in the part, for those getting salaries of \$10 or less.

Grants to Chorus Minimum for the chorus has been raised from \$50 on Broadway to \$60 on the road. Chorus union demand had been considerably higher, but they were to ensure that the minimum is now on a par with actors and slightly higher out of town. As minimum for the previous season is now on a par with actors and slightly higher out of town. As minimum for the previous season is now on a par with actors and slightly higher out of town.

There was a desire by Equity to reach agreement prior to next tryout, when regulations of the Tact-Hartley act will be in force, and the managers were quite ready to agree. In former seasons many negotiation sessions were held and it seemed much time was consumed in needless quibbling.

Supporting Equity's stand on segregation of audiences at the National Washington contingent of League of New York Theatre members, led by author-managers, easily outvoted the showmen opposed at a special Equity meeting last Thursday (14). The League's stipulation that unless the color bar was removed to the summer, legit actors would not play the theatre. "That eased the way for quick negotiations," said the showmen and extended the basic agreement between the managers and actors, which was completed Friday (15).

It was clear that opposed showmen too were against the exclusion of Negroes to theatres but emphatically objected to the line of procedure to force the issue, both on Equity's part and the proponents of the color bar. The showman-manager contingent was in the majority of the 46 present. Actually, the vote was 35-11, but 10 managers refused to vote, evidently on the ground that they did not wish to be taken into consideration of Jim Crowism, the "yes" vote being by the actors.

## Don't Object to Principle

Objection was not against the principle but the selection of one actor to be the "segregationist" campaign, which directly involved its operator, Marcus Helmin, former chief of the showman-manager contingent who voted "yes" on the inclusion of the segregation clause were Lee Shubert, who voted "no." Gordon produced "Born Yesterday," written by Garson Kanin, who with Elia Kazan, produced "The Night of the Iguana," led the proponents of the segregation stipulation. Rise of the "yes" vote was as Robert E. Sherwood, who first organized the dramatists to protest segregation at the National Theatre, was interested in several Gordon productions, latter's vote therefore being surprising. The "yes" vote of the Lyceum, N. Y., where "Born" is running.

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(Continued on page 58)

## STREAMLINED 'NORWAY' HITS ROAD NEXT MONTH

Los Angeles, Aug. 19. "Song of Norway" goes back on the road next month in a streamlined production, with scenic streamlining. Lavish sets made it unwieldy in previous tours since 35-man crew needed 17 hours in which to set up, which always meant at least one day lost between tours.

Revision of scenic effects is currently underway and "Norway" will open in San Diego Sept. 15, then go to Los Angeles, Lake City and then east by easy stages. Underlining of the tour will be a tour with a date at the City Center in New York.

"Norway" may be changed before the tour gets underway although the Edwin Lester production was a success. The tour is a "triumphal homecoming" earlier this season, under the aegis of the Civic Light Opera, which has established an all-time record gross for the Philadelphia Auditorium, drawing \$100,000 in the first week of the four-frame engagement.

## Priestley Play Liked In London, 'Bride' Peaked

London, Aug. 19. "The Bride and the Groom" Aug. 14 at the Fortune, proving ineffective G. bride comedy about non-existent war, was a flop in the American Union. Play was tolerantly received but its future is uncertain.

"The Linden Tree," new J. B. Priestley play opening Aug. 15 at the Fortune, was well received by its majority of press despite its verbosity. Author's popularity, however, did not help. The play is a sequel to the "Linden Tree" by Dame Sybil Thornehill's following, should attract business for a concert and second much time was consumed in needless quibbling.













## SEPTEMBER

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# FINANCIAL, '47 STYLE

## New B'way Legit Prospects Lack Spark of '46-47

Start of the new Broadway legit season contrasts markedly with that of 1946-47, both in the number of new shows actually in sight and in production intentions.

Last summer and autumn were accompanied by a fanfare that is entirely absent now. Soon after the flurry of the Old Vic troupe's visit, there was expansive interest attendant to the start of the American Repertory Theatre, attention which continued in one form or another until its virtual demise in the spring. Other new projects intended Broadway, too, with a freshness that is currently absent.

One of the plays that created wider interest than any drama in years was "The Iceman Cometh," Eugene O'Neill being hailed back to the theatre after a long absence. Long in advance of its premiere the American inspired hopes and predictions almost unprecedented in the theatre. "Iceman" and "The Iceman" in the country-wide press is believed to have been of incalculable benefit to show business and the fact that the drama fell short of expectations was just another vagary of the theatre.

From present indications the new season may be even more backward than anticipated, for last week's developments included skeptical reports about new shows being (Continued on page 55)

## CBS, NBC Prepped For All-Out Video Wrapup Of Legion Convention

Most concentrated television coverage of any event since the advent is on tap for the American Legion's national convention in New York this week, with CBS and NBC televising a fair of all-star film pickups on convention high-lights during the four-day period beginning tomorrow (Thursday).

Occasion has prompted some loud flacking by the vying webs, with NBC crowing that its night pickups of the Legion confab, plus other programming, will amount to an unprecedented 77 hours of televising in an 11-day period, while CBS points-with-pride to two "executives" on its legion coverage slot at Madison Square Garden opening tomorrow, to be addressed by Gov. Thomas E. Dewey and others, and "Celebrity Night" in the Garden Saturday night.

When Eddie Cantor and Milton Berle will headline a star-of-the-show C. Petrillo, Glee topper, to air the celeb show.

Showbiz and sports' names on the night's agenda include Lena Horne, Lew Parker, John H. Johnson, Halcyon Hale Logan, Max Baer and Rosebud, Gus Van, Ben Blue, Kitty Kallin, Norman Macdonald, Mel Torme and Sid Silvers.

## New Fans for Sally

Des Moines, Aug. 26. Fan dancer Sally Rand, without her fans, helped John Hackett broadcast a local baseball game on KRTV, Des Moines, last week, on eve of her arrival in town for an Iowa State Fair booking.

Along the way, Miss Rand acquired some new fans—some ardent listeners, that is. The station said the response was that good.

## Anti-Semitism Pic Nixed by Navy

U.S. has nixed RKO's "Crossfire" for showing to its personnel in this country, abroad or in the fleet. It has been labeled "not suitable for entertainment." Film, produced by Dore Schary, depicts the realistic killing by an American soldier of a U. S. citizen solely because the latter is a Jew.

The Army is showing the picture at its domestic posts, but has red-lighted it for screening abroad. It has also been turned down—officially, as yet—for distribution overseas by the Motion Picture Export Assn. Both the Army and the MPAA feel that it would give foreigners a wrong impression of the U. S.

"Crossfire" started its bookings on the Army's domestic circuit last Saturday (23). Service takes the attitude that pic shown in Army installations abroad, while theoretically limited to U.S. personnel, are actually seen by many native employees and friends, so it would be unwise to send the RKO film over.

Navy edict on "Crossfire" was issued by Capt. J. W. Long, chief of the service's Motion Picture Exchange at the Brooklyn Navy Yard. Long makes all film deals for the fleet. He refused other comment than that the pic "is not suitable for entertainment."

It is aided by a selection board, which presumably backed his judgment. His opinion was that the picture, shown where it was confirmed by Capt. J. T. Hardin, in charge of special services, was (Continued on page 54)

## MAJOR AGENCIES ANGLE FAIR CIRCUIT GRAB

Booking of fairs are continuing to become increasingly important to vendors and night agencies. Slump in the latter field has caused agencies to seek other means of revenue.

Latest to join the parade of agencies playing more attention to the "fair" circuit is the agency, who has set talent for the Chisholm Trail Sept. 15, for Wichita, Kan. 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## Britain's 'Hollywood Habit'

Major film executives directly concerned with the British tax situation, and meeting regularly in the matter, point out they are not concerned about the possibility of the English getting out of the 'Hollywood habit' as to theatre attendance, as reported last week.

It had been said that for this reason American picture companies might forget their edict of not sending product to England while the 75% tax was on. But those close to the subject see no reason to change this decision until some compromise, or understanding, is reached. The reported possibility of any other nation's pictures supplanting American films and screen stars is regarded as rather silly. It is merely asked, "What country could produce these supposed pictures?"

The lion of U. S. film men continues to be the reaching of a solution with the British government in a situation which is serious to the industries of both countries.

## DISTRIB. COL OFF EXHIB. HOURS

In the face of inflated production costs and slowing b.o. receipts, the theatre end of the majors' activities is proving to be the prime buying factor. It's the distributors, however, on the other hand, that are doing all the jumping and diving.

While theatre circles have suspected that for some time, confirmation came only this week from both RKO and 4th-F for toppers, following half-year financial reports by the two companies. In RKO's instance, theatre profits held to within 12-15% of last year's earnings for the equivalent period, RKO-er disclosed. United Theatres showed equal staying power by doing only 19% less in profits than last year, a high 9th official aid.

Performances in both instances are remarkable. It's noted, because RKO's profits before taxes and a \$1,005,852 take from the sale of capital assets fell to \$4,461,494 against \$11,539,703 for the same period of some 45%. With the theatre end holding to within 12-15% of last year's earnings, the distributor dropped considerably more than 40%.

(Continued on page 18)

## Terry Turner Slated As Lawes Pic Producer

Dallas, Aug. 26.

Terry Turner, head of RKO's expansion department, who has been spending a few days here, has announced that he will be co-producer on a forthcoming RKO film based on the life of the late Warren Lewis E. Lawes of Sing Sing.

Warner had an option on the film rights to Lawes' biography but never got a story to suit him. After obtaining a release on the story from Warner, shortly before his death, he asked that Turner, an old friend, produce the picture under the title he selected, "Thou Shalt Not Kill."

With the supply of American pictures in British sufficient to keep exhibitors running until February or March, word of reissues are expected to his. In British terms, the new title. Feeling is strong among U. S. exes that large-scale entry of reissues from the States will definitely cause retaliatory measures against the oldies by Hugh Dalton and Sir Stafford Cripps, Labor cabinet members. It's noted that reissues will be just as valuable as new pix if the American ban against exports to Britain holds and chances of their continued escape from the tax are dubious.

There's a definite feeling among major company exes, studying current Anglo-American loan negotiations, that nothing positive will be presented on the film question for 90 to 120 days. Every day lost is well regretted. And the sentiment has led to a feeling on the part of some film bigwigs that Eric Johnston, Motion Picture Assn. presy, should have planned back to England immediately after the war to shake and raised a scene with responsible parties.

It's suggested that Johnston could have sought a suspension of the tax while negotiations to unarm the tax were in progress. Eric Johnston, of course, has heaved to the opinion that the matter was past the industry's hands at last week's meeting by the U. S. State Dept.

(Nobodies, all major company top personnel are stressing the view that nothing should be done.)

## Col.'s B Hive as Result Of British Unyield

Hollywood, Aug. 26.

One of the results of the loss of the British market in the new tax situation is a new tax in expansion of B productions on the Columbia lot. Studio toppers, in a meeting over the weekend, voted to go ahead with low-budget pictures for the American market, while keeping up with production.

This year's production at Columbia calls for 54 pictures in various genres. New ideas mean about 10 more in the lower brackets. Producers in the lower category have been told to switch out many tales that might be filmed promptly and without too much expense.

## Technicolor Requires New Ad Style to Balk Public Domain of Label

In a move to prevent its trade name from falling into the public domain, Technicolor corporation is now requiring producers who use its process to word their film credits and trailers in the color "in Technicolor." Technicolor exes have declared that this new requirement has been adopted to prevent the trade name from being used by anyone else.

In explaining reason for the step, company spokesmen stated that Technicolor wants to avoid other company-processing outfits from exploiting direct or indirect use of its trade name. He pointed out that the word, celophane, originally a Du Pont invention, could now be used freely by any other manufacturer because Du Pont failed to protect its trademark.

Technicolor's new requirement is currently being fulfilled by producers and exhibitors in their advertising. It is proving to be a headache, however, for marquee designers who now find they have to squeeze an additional phrase in their electric signs to indicate color pictures done by Technicolor.

## National Boxoffice Survey

New Leak Wave Hits B.O. — 'Bachelor', 'Father', 'Stranger', 'Tights', 'Wolf', 'Ruth' Top Six

Record heat along the Atlantic seaboard and in many other parts of the country is being reflected in reduced box in many key cities this week. But surprisingly enough, the top grossers and new hits are unaffected by the weather. It is not preventing 'Bachelor' and 'Bobby Soxer' (RKO) from soaring to new heights to easily top first place nor hold back the launching of 'Life With a Wife' (WB) to their first position in some six keys covered by Variety this week.

'Bachelor' and 'Father', which finished one-two, 'Welcome Stranger' (Par), 'Mother Wore Tights' (MGM), 'Cry Danger' (MGM), 'Dear Ruth' (Par) made the Big Six this session.

'Bachelor' is sock in Chicago, big in St. Louis, terrific in Pittsburgh, smash in Washington, huge in Omaha, leader in Boston with a great lead over a new high in Detroit. 'Life With a Wife' is strong in both San Francisco and L. A. and still big in N. Y. In its second week, it's still a high in Chicago. 'Dear Ruth' (Par) made the Big Six this session.

'Bachelor' is sock in Chicago, big in St. Louis, terrific in Pittsburgh, smash in Washington, huge in Omaha, leader in Boston with a great lead over a new high in Detroit. 'Life With a Wife' is strong in both San Francisco and L. A. and still big in N. Y. In its second week, it's still a high in Chicago. 'Dear Ruth' (Par) made the Big Six this session.

'Tights' hinted enough on its two first weeks to point up a top grosser, "Walter Mitty" (RKO). "Cry Danger" (M-G-M), "Mother" (UFA) and "Sunapee" (U) made runner-up classification. Of new entries, only "Down to Earth" (C), "Wild Harvest" (Par) and "Rosevelt Story" (Indie) appear to have greatest potential. "Kick Me" (20th), which comes in as No. 10, may find a new high in L. A., only spot previously launched. "Gone With Wind" (M-G-M) (r) issue. "Dear Ruth" (Par) made the Big Six this session.

'Bachelor' is sock in Chicago, big in St. Louis, terrific in Pittsburgh, smash in Washington, huge in Omaha, leader in Boston with a great lead over a new high in Detroit. 'Life With a Wife' is strong in both San Francisco and L. A. and still big in N. Y. In its second week, it's still a high in Chicago. 'Dear Ruth' (Par) made the Big Six this session.

(Complete Boxoffice Reports on Pages 8-9)

## UA Faces Distrib Crisis, Up Against Spring Lack of Product for Releasing

United Artists, which has just purged through a crisis, faces another and a considerably more serious one—next spring. As things stand now, it will be up against a severe lack of product for distribution. Indies releasing through UA have nothing in production or in immediate prospective production for release when the current supply of films runs out.

Only a miracle between now and next April can fend off the most complete shortage the company has experienced in some 25 years of repeated deaths in its ladder. Seriousness of the situation is further emphasized in that UA now has no earned surplus into which it can dip during periods of low box office. Payrolls and other expenses must come out of current income, unless owners of UA pickoff and Charles Chaplin can make other arrangements.

Grad Sears, who recently took over as UA prez, and the board of directors are fully cognizant and plenty concerned over the product problem. They're trying little to be done about it, however, because of the unfortunate timing, in regard to the British situation. The 75% tax of the British 75% tax. Banks, as well as loan outfits that provided "easy money" for the industry, have locked their doors on film investments, and UA's producers can't get financing to go ahead in any way they're shy on proceeding until they (Continued on page 4)

## Pickford, Chaplin Set On Identical UA Pacts, Up to 4 Per for 10 Yrs.

Identical new releasing contracts of Mary Pickford and Charles Chaplin with United Artists are now set. They call for distribution of up to 10 pictures a year for 10 years, with the terms basically similar to those handled by the company recently to other picture stars.

Miss Pickford and Chaplin will pay a 25% fee for UA for domestic and foreign rights in pictures made abroad. UA contributes 25% of the cost of advertising on the films. The pact has a most unusual clause in the past, providing that any advantage in terms or otherwise that is granted to a rival producer is automatically applied to the other.

Four pic a year may include not only films Miss Pickford and Chaplin actually produce themselves, but any made by a company in which they have a 5% or more interest. This includes Comet and Triangle Production, in which Miss Pickford (Continued on page 23)

## Hempstead East to Confab On 'Jenny' Script Revise

Further script revisions of David O. Selznick's "Portrait of Jenny" are anticipated as a result of producer David Hempstead's presence in New York. He's understood confabbing with Paul Verhoeven and Hempstead and Selznick, did a revision during the spring of the Robbman year.

Revisions at that time held up starting about two months. It's understood widespread interest is now being planned. They'll be shot in Hollywood rather than New York, where most of the pic was issued.

## Summer Doldrums Delay UA's Board Meet

United Artists' board meeting, slated for yesterday (Tuesday), has been postponed until next week, in part because of a lack of sufficient number of directors was in New York to constitute a quorum. On the Bruce Channing side of the board, Arthur Kelly is in England, Charles Schwartz is at Lake Placid for the summer, and Herbert Jacoby is vacationing. On the Mary Pickford side, Arnold Grant is in Hollywood, and is expected to be back by next week.

## EL Continues Drive for Indie Producer Deals

While no deals have yet been signed, Eagle-Lion is continuing to push negotiations with indie producers to supplement the company's prodigious output. Last week, it signed a deal with indie producer in L.A. to make a series of films with the indie. The deal is the Jack P. Aronson, Managing Director, which parted company with Universal earlier this year.

Two of Skirball-Manning with EL as its releasing outfit is a distinct possibility. It's reliably reported that, if the producing concern can get together with Carol Reed, British producer-director, on a film-making stint, Reed is still committed to the S-M outfit to make three pic.

Skirball showed off for England this week to handle with Reed on a script which the American producer took with him. It's questionable, however, when Reed will turn his attention to the S-M unit since he's already set for S-M in London. S-M has rented space on the Samuel Goldwyn lot for its next pic, which Reed presumably will direct.

Meanwhile, EL's deal with Walter Wanger remains in a verbal state, although it's understood the two parties have reached an agreement on essentials. Collateral matters, not connected directly with the deal, are holding up the works. EL is to buy a half interest in the Warner Bros. (Continued on page 18)

## N. Y. Suresater Exhibs Bewail 'I Know' Brush

With J. Arthur Hays Reade's "Where I'm Going" piling up solid returns at the Sutton Cinema (N. Y.), exhibitors are "bawling" and "bawling" metropolitan art theatre operators are doing a sad sack act. Universal's "I Know" (M-G-M) is a commercial and then forced to play in the remote Sutton Cinema, a small town at 57th street between Second and Third avenues.

Pic ran for 14 weeks, ending Monday (25) at the 569-seat, "Brief Encounter" previewed at the Sutton Cinema, a small town at 57th street between Second and Third avenues. Film stars Wendy Hiller in the center role.

## VARIETY

Trade Mark Registered  
FOUNDED BY SAM SILVERMAN  
1155 Broadway, New York, N. Y.  
14 West 40th Street, New York, N. Y.

Subscription Rates: Annual \$10, Single Copies 15c, Foreign \$12. Vol. 167, No. 12

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DAILY VARIETY  
1155 Broadway, New York, N. Y.  
14 West 40th Street, New York, N. Y.

## Rank Clarifies 'Misquotation'; Against Tax as It Stands Now

Michael Stranre  
Harry Allen Towers



# They All Agree **MITTY'S**

Journal  American

"Hilarious entertainment topping even Kaye's previous fine films. Goldwyn's usual lavish care, taste and staging!"

NEW YORK

Daily  Mirror

"Danny Kaye is 100 per cent here. Goldwyn need not dream of profits. They'll be there!"

Chicago Daily Tribune

"You can mark up another success for Danny Kaye. Very, very funny from beginning to end!"

New York Post

"You will delight in seven characterizations. Each one a gem!"

THE CHICAGO SUN

"It's Danny Kaye's best vehicle since 'Up In Arms!'"

NEW YORK

DAILY  NEWS

"Danny Kaye's best picture!"

 Hollywood

By HEDDA HOPPER

"Danny Kaye gets off his best characterizations to date!"

 PM Daily

"Packed with laughs!"

The New York Times

"A big, colorful show and a good one!"

NEW YORK

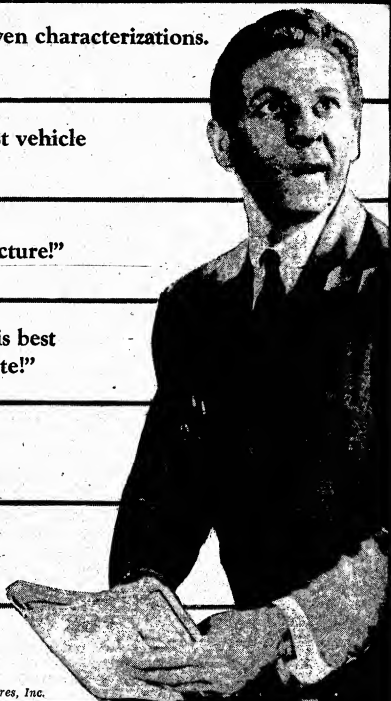
The  Sun

"Wildly funny!"

Released by RKO Radio Pictures, Inc.

KEEP YOUR EYE  
ON MITTY

*The Secret Life*



# MIGHTY!!

**LIFE**

"Movie of the week. Highly entertaining!"

**TIME**

"Danny Kaye's funniest. In every sense out of this world!"

**PHOTOPLAY**

"Meet Walter Mitty and pin a medal on him. Will bet you come out shouting for more!"

**VARIETY**

"Better medicine for a box office suffering from malnutrition of laughs can hardly be imagined!"

**MOTION PICTURE  
HERALD**

"This Kaye-color-Goldwyn combination should be a goldmine for the exhibitor, as easy to sell as cotton candy at a circus!"

**THE HOLLYWOOD  
REPORTER**

"The public is flocking to 'The Secret Life of Walter Mitty.' Mr. Goldwyn has a hit on his hands!"

**DAILY VARIETY DAILY**

"A dazzling technicolor dish that gives full play to Danny Kaye's uncommon talent. Another feather in producer Samuel Goldwyn's cap!"

**Boxoffice**

"Your money's worth in laughs and lavishness!"

**THE Film  
DAILY**

"Surpassing all previous Kaye films, this one is fine entertainment for every audience!"

**SHOWMEN'S  
TRADE REVIEW**

"Top-notch entertainment with every indication of scoring heavily at the box office!"

*of Walter Mitty*

*Presented in the  
Technicolor process*



# L.A. Full of H.O.'s, 'Ridge' Slow \$36,000 In 5 Spots, 'Blaze' Dim \$29,000 in 2; 'Bachelor' Big \$26,2, 'Kiss' \$26,5, H.O.'s

Los Angeles, Aug. 26. Few new entries this week, but the picture market is not creating such a future. Bulk of attention is going to holdovers and a brace of new second week. Good takes also are being released, with \$45,000, and by "Singapore" in six spots, with \$41,000, both in three theatres. "Carnegie Hall" is holding nicely in four first-run centers at \$50,000, second round.

"Red Station" also is pleasing at \$25,000 in two weeks, now in four spots. "Gone With Wind" on reissue is still on second week for second week.

**Estimates for This Week**  
Belmont (F.W.C.) (1,532; 50-51)—"The Challenge" (Col.) (2d wk.). Next \$4,500. Last week, \$4,500.  
Hollywood Music Hall (G&S-Blumenfeld) (628; 65-61)—"Carnegie Hall" (CA) (4d wk.). Next \$10,000. Last week, \$6,500.

Carthay Circle (F.W.C.) (1,518; 50-51)—"Kiss of Death" (M-G) (2d wk.). Next \$4,500. Last week, \$4,500.  
Chinese (Grauman-Walsh) (7,246; 46-42)—"Kiss of Death" (M-G) (2d wk.). Next \$10,000. Last week, \$6,500.

Culver (F.W.C.) (1,416; 60-61)—"Singapore" (U) and "Big Boy" (M-G) (2d wk.). Next \$4,500. Last week, \$4,500.  
Downtown Music Hall (Blumenfeld) (672; 50-51)—"Carnegie Hall" (CA) (4d wk.). Next \$10,000. Last week, \$6,500.

Egyptian (F.W.C.) (1,532; 50-51)—"Kiss of Death" (M-G) (2d wk.). Next \$4,500. Last week, \$4,500.  
El Rey (F.W.C.) (682; 50-51)—"Red Station" (Col.) (2d wk.). Next \$4,500. Last week, \$4,500.

Equipe (Roemer) (682; 61-20)—"This Happy Breed" (U) (2d wk.). Next \$4,500. Last week, \$4,500.  
Four Star (U-W-C) (900; 50-51)—"Gone With Wind" (M-G) (reissue). Next \$4,500. Last week, \$4,500.

Gaiety (F.W.C.) (628; 50-51)—"Bachelor" (M-G) (2d wk.). Next \$4,500. Last week, \$4,500.  
Hawaii (G&S-Blumenfeld) (658; 50-51)—"Carnegie Hall" (CA) (4d wk.). Next \$10,000. Last week, \$6,500.

Hollywood (F.W.C.) (7,256; 50-51)—"Marked Woman" (WB) and "Dust My Brothers" (M-G) (2d wk.). Next \$4,500. Last week, \$4,500.  
Hollywood Music Hall (Blumenfeld) (672; 50-51)—"Carnegie Hall" (CA) (4d wk.). Next \$10,000. Last week, \$6,500.

Ira (F.W.C.) (628; 50-51)—"Singapore" (U) (2d wk.). Next \$4,500. Last week, \$4,500.  
Laurel (Roemer) (682; 61-20)—"This Happy Breed" (U) (2d wk.). Next \$4,500. Last week, \$4,500.

Levy (F.W.C.) (1,532; 50-51)—"Kiss of Death" (M-G) (2d wk.). Next \$4,500. Last week, \$4,500.  
Loyola (F.W.C.) (1,532; 50-51)—"Kiss of Death" (M-G) (2d wk.). Next \$4,500. Last week, \$4,500.

M-G (F.W.C.) (1,532; 50-51)—"Kiss of Death" (M-G) (2d wk.). Next \$4,500. Last week, \$4,500.  
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## Broadway Grosses

**Estimated Total Gross**  
This Week .....\$785,301  
Last Week .....\$910,000  
(Based on 17 theatres)

(2d wk.) Strong \$26,000. Last week, tremendous \$32,200.  
Paramount (F&M) (3,298; 50-51)—"Stage of Noon" (Par) and "Blackmail" (Rep.) (2d wk.). Next \$17,000. Last week, \$17,000.  
Paramount Hollywood (F&M) (1,451; 50-51)—"Blaze of Noon" (Par) and "Blackmail" (Rep.) (2d wk.). Next \$17,000. Last week, \$17,000.

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## Light and Shadow by Jo Mermal—New York

EDDIE DAVIS

Jo Mermal focuses his photographic spotlight on Eddie Davis, the Star who plays "The Sign" for the longest run on Broadway.

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# Pitt Swelters But 'Father' Record \$40,000; 'Earth' Hot 14G, 'Wolf' 11G, 2d

## Key City Grosses

**Estimated Total Gross**  
This Week .....\$116,000  
(Based on 20 cities, 204 theatres)  
Last Week .....\$116,000  
(Based on 20 cities, 173 theatres)

## 'Father' Colossal \$48,000 in Philly

Philadelphia, Aug. 26. Opening of "The Sign" with Father and holdover of "Welcome Stranger" are overcoming the heat waves which is taking their toll on Philadelphia's box office.

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Pittsburgh, Aug. 26. Continued torrid weather here is holding the lid down on most pictures currently but it is not preventing box office for "Father" at the Warner theatre. It will hit a smash \$40,000, new high for the city.

Penn is doing fairly well with "Welcome Stranger" in first dual bill in history of house. "Down to Earth" shapes up nicely at the Elks. "The Sign" is way down in second session at

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**"YOU CAN  
SAY  
THAT  
AGAIN!"**



WARNER BROS. PRESENT IN COLOR BY TECHNICOLOR

Clarence  
Days

**"LIFE WITH FATHER"**

STARRING  
**WILLIAM POWELL**

**Better than it ever was on the stage! Something to cheer for!"**

HOWARD BARNES, N. Y. HERALD-TRIBUNE

**"A honey of a picture! It will have as long a run as the play - if not longer!"**

KATE CAMERON - N. Y. NEWS

**"A round-robin of praise is immediately in order for all those who assisted in filming 'Life With Father'. All that the fabulous play had to offer is beautifully realized. Warner Bros. can be proud of a job well done and the rest of us thankful!"**

THOMAS M. PRYOR - N. Y. TIMES

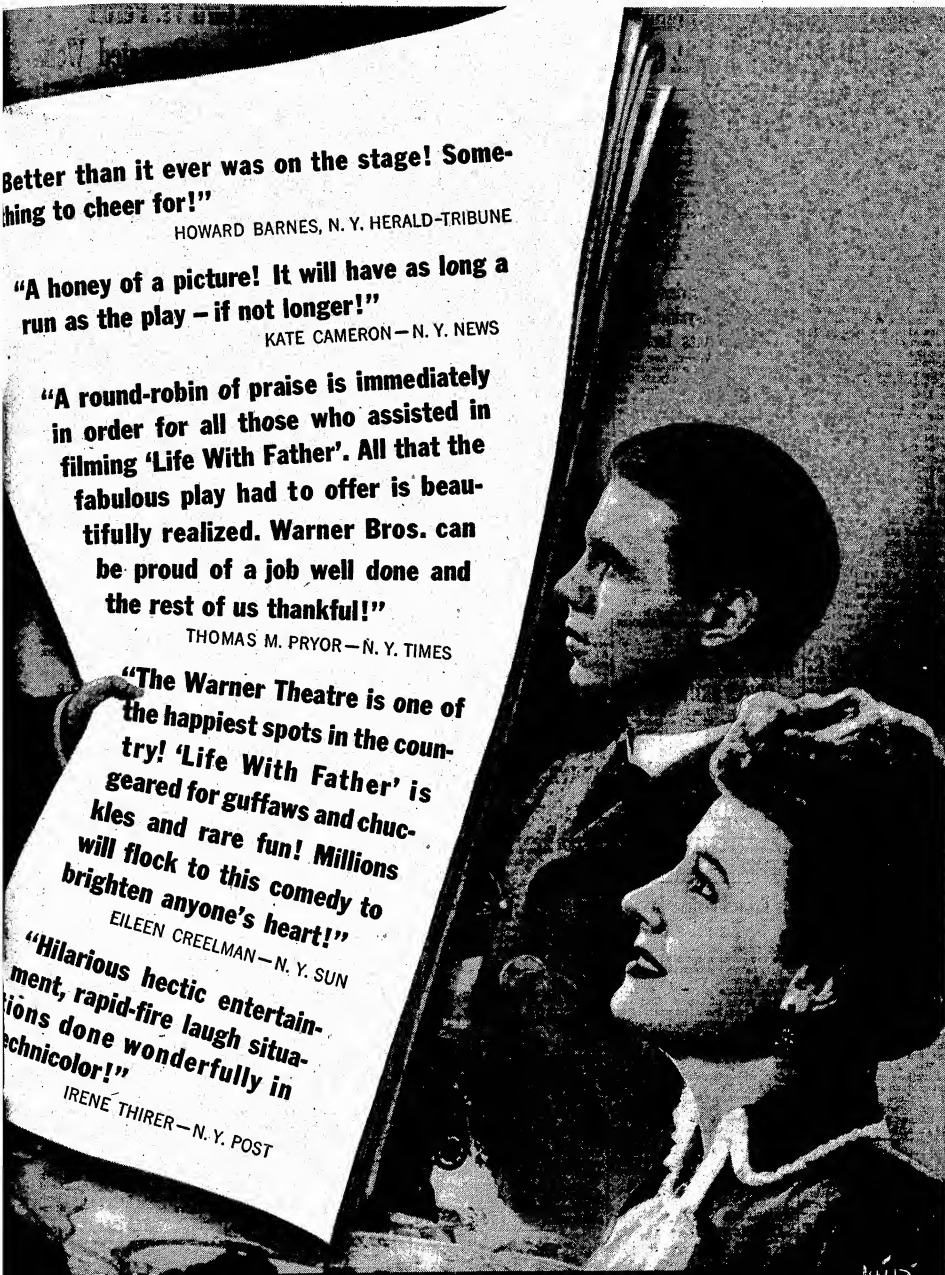
**"The Warner Theatre is one of the happiest spots in the country! 'Life With Father' is geared for guffaws and chuckles and rare fun! Millions will flock to this comedy to brighten anyone's heart!"**

EILEEN CREELMAN - N. Y. SUN

**"Hilarious hectic entertainment, rapid-fire laugh situations done wonderfully in technicolor!"**

IRENE THIRER - N. Y. POST

with **IRENE DUNNE** **ELIZABETH TAYLOR** **EDMUND GWENN** **ZASU PITTS** **Directed by MICHAEL CURTIZ** **Produced by ROBERT BUCKNER**  
From the Original Play by **HOWARD LINDSAY & RUSSEL CROUSE** Screen Play by **Donald Ogden Stewart** Music by **Max Shellen**









# Union's Attack Barks Argentine Studio Combine; Other Pix Notes

Buenos Aires, Aug. 19.

Absorption by Emelco of Lunion as well as Pampa studio has very much been stirred by opposition from the union of Argentine film workers, AGICA, which has opposed the merger on the grounds that it tends to create a monopoly and would thus adversely affect the union and working conditions by the elimination of competition.

The AGICA strike has been affecting Argentine studios for close to two months, but has been particularly annoying in the case of Emelco, which has only been able to make production in the course of this year. The strike has been more in the nature of a general threat and has stymied work on many lots.

Emelco should confirm the Lunion purchase on Aug. 28, but it is now understood that in view of the AGICA attitude it has decided to cancel the deal and Lunion will continue under the direction of Cesar J. Guerrero, as formerly.

With the arrival of Buenos Aires in Buenos Aires, the Mexican contingent will be returning the Argentine contingent. The Argentine contingent has started work at Argentina Sono Film, headed by Enrique Morones (former Argentine Amador) under Amador's direction. Miss del Rio is slated to make a picture "Windermere's Pan" in the same studio in September, with Luis Salaberry directing.

There is talk of Bob Hope revisiting Buenos Aires in 1946, with a Paramount camera crew along; to shoot scenes for a picture with Argentina as a background.

Sam Muel Studios is dickering with Italian legat across Emelco Gramma, currently in Buenos Aires, for one pic by the vet actress to be shot in B. A.

AAA Artistas Argentinos Asociados is waiting for EMELCO to make the Baires studios which it has for two years. It is planning a comedy scripted by Samuel Elchebouni. "On La Servanda Gramma, AAA is in the hands of authors Olivari and Ponzio for purchase of the Argentine film rights for a picture for which "La Guerra Gaucha" fame.

Guaranteed Pictures, formerly a distribution unit, has been launched into the production end, is dickering with Ricardo Rojas, noted Argentine historian, for a picture on the life of the film rights to his book on the Argentine literature, General Martin, called "The Sword." The story exhibits say, has tremendous scene possibilities and good locations have been secured because it would take too high a budget.

A new company called Rio de la Plata Film is building a studio with two sets on the city outskirts, with the idea of leasing them to independent producers.

Tita Merello and Luis Sandrini are back from the States to do the Mexican film chore, are due to start working at Sono Film studios in September.

## British Unions Submit Plan for More Prod.

London, Aug. 28.

Film Industry's Employee Council, comprising the major show biz trade unions, have submitted a plan to the government and the British Film Producers' Assn. which would call for more British films. Suggestions include full use of American-owned or controlled studios which would have to accept a quota of British films, concentration on medium-priced films without sacrificing quality, more efficient use of existing studio space and equipment.

Unions underwriting plan include British Musician's Union, Film Artists' Assn., National Amalgamated Theatre & Kine Employees, Electrical Trade Union and Assn. of Cinematheans.

## U's Novec Due in N. Y.

London, Aug. 28.

Harry Novak, head of Universal in Paris, sails for New York Sept. 4, on the Queen Mary. He is accompanied by his wife and two children, Novak, combined with a Broadway. Looks, however, that Ben Henry, head of U in England, will have to come over with this fall because of the critical British film situation.

## COMMISSION SET UP TO AID MEX PIX INDUSTRY

Mexico City, Aug. 28.

Mexican film trade is pinning big hopes on the National Cinematographic Commission, organized by the trade and government and which has absorbed the Super Cinematographic Commission. Little is known to much for the big but found its scope too limited. Commission was created by decree of President Miguel Aleman and its announced object is to "foster the betterment and development of the national cinematographic industry."

The Commission is composed of Antonio Castro Leal, chief pic censor, chairman; Tomas Sanchez Cuern, chief banking director; Celestino Gorostiza, stage-screen dramatist; Gabriela Figueroa, Mexican film censor; Carlos F. Gomez Robledo, author; Jose L. Campo, manager of the trade's own paper, the Banco Cinematografico; Adolfo Fernandez Bustamante, sec. gen. of the Picture Production Workers Union (APC), and Andres Henestrosa, author.

## Quebec Minister Sees Red In CIO Film; Warns CIO Pix Will Be Closely Ogled

Montreal, Aug. 26.

Quebec's Prime Minister Maurice Duplessis, speaking at Three Rivers last Wednesday, issued a warning that from now on the pic censor law will be applied in full vigor in control of the showing of film films.

Hitherto said the Premier, there has been a leniency in the matter of this film and advantage has been taken of it. He said that the Government, whatever it is, will not tolerate the use of Communist propaganda in the province. The Government, whatever it is, will not tolerate the use of Communist propaganda in the province. The Government, whatever it is, will not tolerate the use of Communist propaganda in the province.

The Premier said that only a few days ago he had received a report from one of his colleagues had seen a preview of a film being distributed in Quebec. The film was a Canadian, which was sponsored by the CIO and which preached Communism and disorder. The people will be protected against such films, said the Premier.

## U.S. Technical Products Magnet to World Exhibs

London, Aug. 28.

The foreign buyers, seeking new theatre equipment, look on the U. S. as the miracle country of the world, making it hard for exhibitors to get away from the Westrex Corp., who just got back from a three-month round-the-world tour. The United Western Electric headquarters in London, Baskin, Paris, Bombay, Calcutta, and New coming into London and Wellington before returning home.

Gregg found business men in all lines of industry anxious to visit America as a result of their interest in the country. He discovered that there is big demand for all types of American equipment in all countries he visited. However, currency controls and import restrictions are making it hard for exhibitors to get away from the Westrex Corp., who just got back from a three-month round-the-world tour. The United Western Electric headquarters in London, Baskin, Paris, Bombay, Calcutta, and New coming into London and Wellington before returning home.

## Mex Gaming Tax Nix

Mexico City, Aug. 19.

Horse racing, "jai-lai" (handball) and the national lottery are and are expected to be the only legalized forms of gambling in Mexico. Hector Perez Martinez, Secretary of the Mexican Government, has reported in Mexico and the U. S. that the Mexican government would consider a law to prohibit all other gambling halls along the U. S. border, backed by American millionaires. Local officials are extremely opposed to raising gambling taxes here, most housed in lavish mansions.

## Bermuda Hotels Deal

Anglo-American syndicate, headed by Sir William Stephenson, Canadian financier, and including Pan-American Airways, has bought out three class hotels and a golf club in Bermuda from the Furness Withy and Anglo-American syndicate. Deal involved the Bermudian, St. George and Castle Harbor hotels, and Mid-Ocean Golf Club.

Sale was made to provide a source of American dollars to England. Deal involved the Bermudian, St. George and Castle Harbor hotels, and Mid-Ocean Golf Club.

## German Studios In Mutual Aid

Washington, Aug. 26.

New type of service to bring foreign exchange into Germany has been undertaken by the Bavarian film banks at Munich. Mutual Government has just announced, according to a report from the German film industry, that even so-called European film companies are being asked to contribute to a fund. A Bavarian has been made by Pressens Film Co. of Zurich. Bavarian film supply Pressens will supply equipment, technical actors and other services to make a picture on the U. S. film market. Part of the film will be shot in Bavaria.

U. S. Army spokesmen said that the supply facilities, including laboratory and cutting services, to two or three outside companies simultaneously without interfering with its own production of pictures.

## Del Rio's Prizewinner Set for B.A. Preem With Pic's Star in Personal

Buenos Aires, Aug. 19.

Cinematograph, Inter-Americana is planning to exhibit a picture in Buenos Aires, which was awarded at the Brussels exhibition, and which stars Dolores del Rio, who is also appearing in Buenos Aires for picture work. The preem is slated for Aug. 28 at the Gran City Liberty, which is being held open for the picture. Inter-Americana is running a contest to pick the best picture. Dolores del Rio, who is also appearing in Buenos Aires for picture work. The preem is slated for Aug. 28 at the Gran City Liberty, which is being held open for the picture.

United Artists distributors in Buenos Aires have inked a deal with Sur studios to distribute their production "The Girl in the Red Coat," starring Dolores del Rio. Also, a picture "Behold the Fields of the Field" ("Mirad los Campos"), U. A. also distributes Rank's pic, "The Great Dictator," starring Charlie Chaplin. U. A. has been doing business at the Gran City Opera and contrary to expectations held out for three weeks, making the way for "Green Pastures," a local production.

All the central area. This is their first local production. They are making it hard for exhibitors to get away from the Westrex Corp., who just got back from a three-month round-the-world tour. The United Western Electric headquarters in London, Baskin, Paris, Bombay, Calcutta, and New coming into London and Wellington before returning home.

## Famous Players Can. In Extra Stock Dividend

Toronto, Aug. 26.

Because of the highest earnings in the history of the Canadian film industry, Canadian Ltd., president J. J. Fitzgerald has declared an extra dividend of 50¢ per share. The quarterly payment of 20¢, a share to be made Sept. 20. The bonus makes the total dividend for the first three months of 1947 and reasonably assures earnings of \$140 for the current month period.

The 1946 profits reached a new record of \$2,394,957, or \$13.3 a share, but the \$22.35 a share, bonus is warranted despite the fact that the company has 22 new theatres now under construction across Canada, according to Fitzgerald. While the picture is at the company's nearly 250 trans-Canada houses shows a slight increase in the first six months of '47 over the corresponding period last year. It is expected that the general picture of a production on hand will attract a heavier attendance during the fall of this year.

# Shanghai Niterites Hot, Pay Low; 10-Pc. Band Draws \$625 Monthly

By HAL P. MILLS

## LONDON 'TURTLE FOLD' AFTER ONLY 8 WEEKS

London, Aug. 28.

Gilbert Miller's decision to close London's "The Voice of the Turtle" Saturday (30), after only an eight-week run at the Piccadilly, was a blow to the London picture industry. Miller, who had been in the picture business for 13 weeks minimum, and are entitled to two weeks' salary, as played closed after 11 weeks (including three in the provinces). Miller representative said producer was complying with British Equity rules by playing. Amicable arrangement has been reached on the matter, however.

Show, produced by Miller here in association with Alfred de Ligne, Jr., with Margaret Sullivan in the Broadway role, was near capacity the first two weeks, then falling a month. Critics were lukewarm. Persistent heatwave, a general big screen and a general theatre were other discouraging factors. Miller's loss to date is around \$20,000.

## U.S. Pix Distributors Expect Mex Labor Settlement In Spike of High Pay Demands

Mexico City, Aug. 26.

Hope of peace, for another two years, is now entertained by the 10 U. S. pix distributors operating in Mexico and these of film tries other than the U. S.-British, Argentinean, French and Spanish. They want to pay high wages and demands from their help, members of 191 of the National Cinematographic Workers' Union (STIC), of from 54% to 70%.

Optimism is based on progress of labor strikes and their lawyers are having with STIC reps, under auspices of the Labor Ministry. General opinion among the distributors is that, though a strike faces them Sept. 8 (expiration of the term the union is having for a getting together on a "e coin for its members), there will be a settlement, based upon a moderate wage hike, perhaps as high as 10% to 15%.

United Artists, the help-nixed, said a hike in 1945, when they demanded a 50% pay boost, and called a strike, which was settled with wage increases of 20%-35%.

Rumors of a big split between the distributors and the major U. S. distributors, a split so bad that it could add up to the Americans quitting Mexico, were denied in a newspaper ad signed by STIC and U. A., Pat. Col. RKO, 20th-Fox, M-G-M, U-I and W-B. STIC and these distributors said in the ads that the public must heed only announcements from the union or distributors issue.

## Special Permit Decried On Austrian Royalties

Vienna, Aug. 16.

Authors and composers abroad, regardless of their nationality, must obtain a special permit from the Austrian National Bank to receive their royalties here in foreign currency.

The government agency, it is latest fier that owing to the scarcity of foreign exchange and the necessity of saving raw materials and food for the Austrians, only a very small amount can be set aside for royalties. No objection is made if Austrian shillings on special account are accepted.

## 'Diable's' Triple Preem

Paris, Aug. 28.

"Le Diable au Corps," one of the prize-winning films at the Brussels film festival recently, will preem the picture at the Grand Theatre, the leading first-run theatres in Paris. The picture, which is a comedy, is the work of the Normandie, Olympia and Moulin-Rouge. Paul Gratz, producer of the film for the distribution by the French National, arrived in Paris from New York Sunday (23) to attend the picture's opening. The preem of the picture is slated for this fall. Notable Elliott Paul has written the English titles.

Shanghai, Aug. 6. Ever hear of a picture making over \$25,000,000 for a single month's labor for his 10-man band? Well, here's one. The picture, "The Voice of the Turtle," which is being shown in Shanghai, is just the lowest paid in the world.

Shanghai, Aug. 6. Ever hear of a picture making over \$25,000,000 for a single month's labor for his 10-man band? Well, here's one. The picture, "The Voice of the Turtle," which is being shown in Shanghai, is just the lowest paid in the world.

During the golden era just after V-J Day, the jobs were demanded by the picture makers, and they can money per night. They cannot earn that much in a full week now, but they are getting a little more to the larger units and the big ballrooms, but the Central Europeans are still in the picture business, where they are good.

Chinese like S. J. Jive. The picture makers, and they can money per night. They cannot earn that much in a full week now, but they are getting a little more to the larger units and the big ballrooms, but the Central Europeans are still in the picture business, where they are good.

Desire for a standard of music is high. The city boasts such sterling band leaders as Pongping and the "Pongping" band, one of the most expensive night clubs in the city. Walter Joachim at the Slik Hat, and the "Slik Hat" band, one of the most expensive night clubs in the city. Walter Joachim at the Slik Hat, and the "Slik Hat" band, one of the most expensive night clubs in the city.

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## 'ROOMS' AVAILABLE IN LONDON; 'GIRL' DUBIOUS

London, Aug. 26.

"The Girl Who Said 'Guilt,'" opening at the St. Martin's Aug. 20, is an amateurish uninspiring comedy of faith-healing jobs, starring Clifford Mollison in a departure from his usual light comedy role. Though well acted, the picture is a disappointment. It's most unlikely to succeed.

"Separate Rooms" opened Aug. 21, starring Frances Day with Hal Thompson and Bonar Colleano. For the first time in its history, it is seen on Broadway in 1946. It's presented by Leigh Sturford, who organized the picture, and the picture is now identified with Marion Davis in her role. The picture is directed by Joel O'Brien.

Although press criticisms of the play were divided, the picture was tumultuous with Miss Day's gleefully accurate speech, being plenty in kind. Day's picture, "The Girl Who Said 'Guilt,'" opening at the St. Martin's Aug. 20, is an amateurish uninspiring comedy of faith-healing jobs, starring Clifford Mollison in a departure from his usual light comedy role. Though well acted, the picture is a disappointment. It's most unlikely to succeed.

## Dunham in Mex Niter

Mexico City, Aug. 19.


Katherine Dunham, who had a big hit in the spring at the Teatro Italo, is now at the government-owned Palace of the Arts, where she is in a two-week engagement with her troupe at Circo. 26. Niteri booking is for two weeks. The picture is directed by Daner. It is then scheduled to go to Hollywood to appear in the film "Casbah" for Universal.



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Records she is setting!



**1st Week at the Roxy, N. Y.,  
 topped the record grosses of  
 20th's most sensational  
 Technicolor triumphs—"State  
 Fair", "Margie", "The Dolly Sisters!"**

M. P. Herald Boxoffice Champion July—"Miracle on 34th Street" 

M. P. Herald Boxoffice Champion August—"I Wonder  Who's Kissing Her Now" TECHNICOLOR

*Every Showman's R, is*

**20<sup>th</sup>**  
 CENTURY-FOX

# Carpenters Union Makes Peace Move But Charges Unfair Play to IATSE

Hollywood, Aug. 26.

Congressional hearing of Hollywood labor trouble heard its first peace solution yesterday when William Cambiano, general rep. of William Hutcheson, carpenters union proxy, recommended that international heads of all major studios make a master contract for all studio crafts. This peace offer, however, was accompanied by charges that the International Alliance of Theatrical Stage Employees was going before the National Labor Relations Board to be named collective bargaining agent for studio workers. Cambiano asked Rep. Carroll D. Kearns, conducting the hearings: "Do you think that is giving your country a square deal?"

Cambiano said he saw no reason why his plan wasn't feasible, pointing out that it has already been done in case of two master contracts covering the building trades in California. While Cambiano was testifying, Richard Walsh, IATSE proxy, arriving at hearing for the first time, and Roy M. Brewer, local international representative, were asked to study Kearns' suggestion, made Friday, that representatives of studio management and studio unions meet to settle dispute.

At opening of session Herb Sorin, CSU head, pointed out that he was agreeing to Kearns' proposal, assuring him that CSU members "will cooperate in any program for putting it into practice." Irving McCann, counsel for the committee, said that he was not sure that Hutcheson is necessary to hearing. He exacted a promise from Cambiano to let international representatives of carpenters in Indianapolis, point out how essential committee considers Hutcheson's appearance.

## No Strike Called

Although it has been the long time, however, testimony emphasized carpenters' stand that the British picture is a lookout, not a strike. James Skelton, business agent for carpenters, testified that he was never called strike, charged that producers deliberately made use of "hot sets" to charge all carpenters. Numerous witnesses called by Zach, Lamar Cobb, representing individual carpenters through and studio dispute, gave detailed corroboration of this charge.

It was testified that carpenters working on localities where they were not involved in jurisdictional row were called in, assigned to "hot sets" which it was known they would refuse to do. Brief filed by International Union of Operating Engineers set forth that the settlement of dispute between the CSU and the IATSE leave them in the middle. They said they had no intention of affiliating with one union and another "according to which the powerful groups was in control of the situation."

Father George T. Dunne, a Jesuit priest and an associate professor of political science at Loyola Univ., caused a momentary outburst in Congressional investigation during Friday session by suggesting that Nicholas Schenck, CSU rep. in Hollywood to tell what he knows about the studio labor wrangles.

## "War of Wits" Testimony

Father Dunne began his testimony by detailing his activities in connection with studio labor troubles from the time he started his own investigation to round up facts for a magazine article. As a result of his studies he laid the basis for the jurisdictional disputes largely in the laps of the IATSE and the producers. Recalling an attempt to enlist Roy Brewer, IATSE, in a peace move, he continued:

"Brewer told me he did not think peace was possible at that time because the CSU existed—that it was a war of attrition between IATSE and CSU."

Father Dunne testified that he had been subjected to pressure, harassment and a campaign as a result of his efforts to bring about peace in the Hollywood labor situation. On March 10, 1947, he gave a speech at the Olympic Auditorium, he advanced proposals to settle the dispute by going to the National Labor award and starting from there. His proposal was that the producers, the IATSE and the CSU should set up an "on-the-spot" machinery for arbitration, with somebody unaffiliated with either the producers or the unions be qualified to adjust jurisdictional disputes. The CSU, he said, agreed to accept the pro-

posal, even expressing willingness to go over the head of Hutcheson, carpenters' chief.

Supporting his testimony, Father Dunne expressed the belief that the producers must revamp their labor policy, week after week, after a series of sales confabs. He stays for further conferences with studio top men on coming production.

Those who have returned to their offices are F. J. A. McCarthy, Fred Myers, E. T. Gonservall, A. J. Keefe, Charles, and Victor, respectively, who were in charge of the sales confabs. He stays for further conferences with studio top men on coming production.

The name of Nicholas Schenck, CSU rep. in Hollywood, is a subject of a discussion of policy, and there is a common feeling that Schenck took the time in Hollywood.

## Brit. Tax Hits Negs, Color Mats

Effect of the British tax situation already the industry's number one problem, cut deeper this week when the British government ruled that negatives and Technicolor matrices shipped into the country after the 25th of August will be subject to the confiscatory tax. Distributors must pay the levy, largest of government's new taxes, no matter sent into the island, regardless of whether one or more prints are sent. Britain before the tax was declared.

Decision is a serious blow to Technicolor, which has been foreign debt, top-poppers. It vitally affects Technicolor features, since it's been the price of an equal footing with the new sample print, which is registered under British law, and then sent to London, where it will be with the processing matrices. Number of Techni pix fall into the category, and therefore won't be shown in British prints.

Clarifying ruling works against the British, which has been the case can also strike off prints from the matrices themselves. Since any print not made before the price of the tax bracket, sample prints were no purposeful so far as the ad value of the picture. Universal is definitely hit by the ruling, and it's understood that most other majors will have an equal footing with the "Unconquered," since its world preem in London was erased on the 25th of August. The situation of the official U. S. is also affected, a company official said, but refused to disclose what features were hit. Black-and-white pix also fall into the new ruling so far as negative supply of prints. Union a major has a negative in its London office, company won't be able to supplement its supply of prints. Union a major has a negative in its London office, company won't be able to supplement its supply of prints. Union a major has a negative in its London office, company won't be able to supplement its supply of prints.

## British Tax Brings Up Prods. Into N.Y. This Wk.

British tax situation and other matters brought a trio of United Artists producers back to New York from the Coast this week. They are Benedict Bogeaus, Carl Leserman, and William M. Cagney, who are working in production of "Hopalong Cassidy" westerns, and David Low.

Bogeaus and Leserman met Monday (25) with U. A. proxy Grad Sears, who is in charge of the company's work on the British tax. Bogeaus is on the executive committee of Society of Motion Picture and Television Engineers in New York, and he was in on setting a New York theatre date for "Body and Soul" and three of the industry circuit. Hollywood at the end of this week.

## Art Silverstone Back

For New 20th-Fox Post Arthur Silverstone returned on the Mary McLeod Hotel after two and one-half years in London as general sales exec under Bob Harlow and Otto Bolling, latterly working with Bill Kipper, new British sales chief for 20th-Fox. Silverstone, who had been in charge of the company's work on the British tax, was in on setting a New York theatre date for "Body and Soul" and three of the industry circuit. Hollywood at the end of this week.

## Studio Delays Scully

Hollywood, Aug. 26. William A. Scully, vice president in charge of sales at Universal-International, is remaining at the studio this week after having made a series of sales confabs. He stays for further conferences with studio top men on coming production.

Those who have returned to their offices are F. J. A. McCarthy, Fred Myers, E. T. Gonservall, A. J. Keefe, Charles, and Victor, respectively, who were in charge of the sales confabs. He stays for further conferences with studio top men on coming production.

## HELICOPTER LENSING COPS H'WOOD CHEERS

Hollywood, Aug. 26. Scenes filmed by helicopter camera for "Your Red Wagon" have met with enthusiastic response by John Houseman, and Nicholas Ray, producer and director, respectively, of the RKO film which utilized this means of aerial photography for the first time.

Flying camera permits spectacular footage otherwise impossible to obtain, by eliminating the need for a crane. Taken last week, studio execs have decided to make extensive use of the lensing procedure in the future.

One of the most spectacular scenes shots had the camera following players down a hill across the field, gliding down from a 25 foot elevation to three feet above the actors. An important piece of camera work. Method permits faster camera work with greater effect than standard camera.

## Cohan into Buchanan's Publicity Spot at UA

Hollywood, Aug. 26.

Cecil Cohan, head of local United Artists' foreign department, is advising the affairs of the company's film department, which was left without a top by sudden departure of Barry Scheraga.

Cohan will keep department functioning until a permanent publicity chief is named.

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# AT AMPTOA'S Still Up in the Air On Officers for Merged Group

Hollywood, Aug. 26.

Washington convention which will finalize marriage ceremonies of the American Theatrical Assn. and the Motion Picture Guild is still in the air. It is less than a month off but top officials of both theatre groups still are working out the details of the topnotch problem. With the D. C. merger meet set for Sept. 19-20, conflicting dates of the two organizations nowhere in their hunt for likely delegates to fill the slate of officers.

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## Gannett Winds Up a Col.

Failing to reach satisfactory terms for a new pact, John Gannett will wind up his three years post as story editor for Columbia Pictures on Sept. 1. Gannett's departure, however, Columbia is dissolving its separate office for theatre activities and will merge its play department with the eastern story department headed by Janet Wood.

Thomas G. Ratcliff, Jr., assistant to Gannett, will remain as Miss Wood's assistant. Gannett may shortly open offices as an indie legit producer.

## Pix Stocks Near Lows for Year

Still weighted down by the cloud of the British tax setup, picture stocks are sagging again this Monday (26), as the closing market retreated, but yesterday's gains virtually all, picture shares regained. Universal dipped 12 1/2 cents to 20 1/2. Warner Bros. slipped fractionally in late trades.

Showing previously they have shown little ability to mark the comeback, slipping in film issues Monday pushed Paramount common down a quarter of a point to 19 1/2. While Universal common held its previous low point, Ciner stock managed to hold up better in Monday's dip but all were near lowest prices for the year.

Monday market, Columbia Pictures common dipped 25c; Loew's common was down 30c to within a point of its low RKO, off 25c, within a point of 19 1/2; and 20th-Fox and Warner Bros., both off 10c.

(Continued on page 22)

# Briefs From The Lots

Hollywood, Aug. 26.

Charles Grapewin signed for "Enchanted Valley," a Cinecolor picture to be produced by William Wyler. Joe Johnston drew one of the leads in "Mary Lou," Columbia musical picture, starring Betty Grice. RKO will be "Pittsburgh Ecstasy," following completion of his picture, "The Night of the Shipwreck," story "Texanman," was assigned to Colbert Clark's production program at Columbia. Elaine Riley signed for the feature lead in William Boyd's current "Hopalong Cassidy" picture.

Buching Derivada filmed a full "Producing Artists' first production," "Prelude to Night," got underway with Motion Picture Company with Louis Hayward, Sidney Greenstreet, and Charles Coburn. "The Shipwreck," story "Texanman," was assigned to Colbert Clark's production program at Columbia. Elaine Riley signed for the feature lead in William Boyd's current "Hopalong Cassidy" picture.

Lloyd Bacon will direct "The Flapper Age" Technicolor musical which Fred Kohler will produce for 20th-Fox. Starting in three weeks. Edith Barrett, star of the screen for five years, returns to "Prelude to Night," "Stella Gray" will portray "The Shipwreck," story "Texanman," was assigned to Colbert Clark's production program at Columbia. Elaine Riley signed for the feature lead in William Boyd's current "Hopalong Cassidy" picture.

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"Caged Fury"....Loyal Underwood, radio actor, returns to the screen in "The Paleface" at Paramount....Joe Johnston drew one of the leads in "Mary Lou," Columbia musical picture, starring Betty Grice. RKO will be "Pittsburgh Ecstasy," following completion of his picture, "The Night of the Shipwreck," story "Texanman," was assigned to Colbert Clark's production program at Columbia. Elaine Riley signed for the feature lead in William Boyd's current "Hopalong Cassidy" picture.

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## IA BOARD JOINS PUSH VS. BRITISH 75% TAX

Boston, Aug. 26.

General exec board of International Alliance of Theatrical Stage Employees, concluding its regular mid-summer session here last week, joined hands with U. S. film industry as a whole in urging revision of certain 75% tax on imported films.

Characterizing tax as "confiscatory and discriminatory," the board urged that the British 75% tax be lowered to the level of the U. S. 10% tax. The board also urged that the British 75% tax be lowered to the level of the U. S. 10% tax.

Similar appeal was addressed by the Alliance's board to the officers of the American Federation of Labor, National Assn. of Theatrical and Stage Employees, and Assn. of Motion Picture Artists. The board also urged that the British 75% tax be lowered to the level of the U. S. 10% tax.

Exec board also voted unanimously to file in Washington the anti-British 75% tax petition, and to copy its laws and regulations and report results of its efforts as required by the anti-British 75% tax. The board also urged that the British 75% tax be lowered to the level of the U. S. 10% tax.

Slater Galt, on Own...Hollywood, Aug. 26. M. A. Slater, production comptroller for Walter Packer for the past two years, has been named as head of the company's production department, effective Sept. 6, to open his own business management and accounting offices, in connection with





## THE DANCE OF THE DOLLARS IN CHARLESTON!

All the marvelous things the trade press said about M-G-M's Technicolor Wonder Show "THE UNFINISHED DANCE" came true in the first test engagement at Charleston, W. Va. The eye-filling spectacle, the gorgeous girls, the pulsating drama, the marvelous music—all the brilliant showmanship of a Great attraction packed the folks in and started the dance of the dollars to the box-offices of the nation!

M-G-M presents "THE UNFINISHED DANCE" • MARGARET O'BRIEN • Cyd Charisse • Karin Booth • And Introducing Danny Thomas • A Henry Koster Production • Photographed in Technicolor • Screen Play by Myles Connolly • Based on "La Mort Du Cygne" by Paul Morand • Directed by HENRY KOSTER • Produced by JOE PASTERNAK • A Metro-Goldwyn-Mayer Picture



# Pix Producers, Distribs Head '45 Non-Mig-Para: Increase Over '44

Philadelphia, Pa., Aug. 26.—Motion picture producers and distributors over the last year of 287 non-manufacturing companies in net sales in 1945, it was disclosed today by the Securities and Exchange Commission.

Making public known in the semi-annual statistical reports required by the survey of American listed corporations, SEC revealed that the 1945 net sales of motion picture producers and distributors totaled \$536,236,000, compared with 1944 total of \$500,865,000.

Net profit after income taxes for the nine companies was \$63,389,000, compared with the 1944 total of \$59,182,000. The companies covered included: Columbia Pictures Corp.; Paramount Pictures, Inc.; RKO Corp.; 20th-Fox Film Corp.; Universal Pictures, Inc.; Walt Disney Productions; and Warner Bros. Pictures.

With this report, the SEC completed a study begun last October, which covered a total of 287 non-manufacturing industrial groups. The survey in which the picture producers topped other companies in total net sales in part covers the following seven major categories: Agriculture, construction and allied companies, finance, mining, real estate, services, transportation and communication.

A breakdown of the nine companies follows: Columbia: 1944, net profit of \$10,000,000; 1945, \$12,000,000; operating profit, \$6,588,000; net profit before income taxes, \$6,670,000; net profit after income taxes, \$2,005,000; net worth at beginning of period, \$15,317,000; net profit after income taxes as a percent of net worth, 13.1%; 1945, net sales, \$35,014,000; operating profit, \$3,903,000; net profit before income taxes, \$3,980,000; net profit after income taxes, \$1,945,000; net worth at beginning of period, \$18,897,000; per cent net profit, 15.5%.

Loew's: 1944, net sales and/or operating revenue, \$145,121,000; operating profit, \$30,100,000; net profit before income taxes, \$28,679,000; net profit after income taxes, \$14,517,000; net worth at beginning of period, \$116,805,000; net profit after income taxes as a percent of net worth, 12.4%; 1945, net sales, \$154,200,000; operating profit, \$28,452,000; net profit before income taxes, \$26,117,000; net profit after income taxes, \$13,248,000; net profit, 10.4%.

Monogram: 1944, net sales and/or operating revenue, \$104,000,000; operating profit, \$64,000; net profit before income taxes, \$67,000; net profit after income taxes, \$17,000; net worth at beginning of period, \$704,000; net profit after income taxes as a percent of net worth, 2.3%; 1945, net sales, \$48,007,000; operating profit, \$9,607,000; net profit before income taxes, \$9,607,000; net profit after income taxes, \$1,070,000; net profit, 1.4%.

Paramount: 1944, net sales and/or operating revenue, \$154,000,000; operating profit, \$42,725,000; net profit before income taxes, \$43,821,000; net profit after income taxes, \$14,745,000; net worth at beginning of period, \$875,712,000; net profit after income taxes as a percent of net worth, 1.7%; 1945, net sales, \$158,235,000; operating profit, \$37,113,000; net profit before income taxes, \$36,833,000; net profit after income taxes, \$9,715,000; net profit, 15.8%.

RKO: 1944, net sales, \$84,903,000; operating profit, \$14,400,000; net profit before income taxes, \$14,757,000; net profit after income taxes, \$5,206,000; net worth, \$35,852,000; net profit, 14.5%.

20th-Fox: 1944, net sales, \$178,257,000; operating profit, \$37,500,000; net profit before income taxes, \$37,580,000; net profit after income taxes, \$17,119,000; net worth, \$173,119,000; net profit, 16.6%.

1945, net sales, \$184,703,000; net profit, \$35,000,000; net profit before income taxes, \$34,974,000; net profit after income taxes, \$11,411,000; net worth, \$141,040,000; net profit, 8.1%; 1945, net sales, \$181,040,000; operating profit, \$11,062,000; net profit before income taxes, \$10,382,000; net profit after income taxes, \$4,031,000; net worth, \$141,040,000; net profit, 21.1%.

Warner: net sales, \$480,000; operating profit, \$1,000,000; net profit before income taxes, \$970,000; net profit after income taxes, \$152,000; net profit, 9.5%.

1945, net sales, \$451,000; operating

profit, \$497,000; net profit before taxes, \$497,000; net profit, \$25,000; net profit after taxes, \$25,000; net profit, 6.3%.

Warner Bros.: 1944 net sales, \$141,103,000; operating profit, \$29,535,000; net profit before taxes, \$28,265,000; net profit after taxes, \$10,287,000; net profit, 17.5%.

1945, net sales, \$150,618,000; operating profit, \$31,001,000; net profit before taxes, \$29,835,000; net profit after taxes, \$11,000,000; net profit, 18.4%.

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## Jerry Fairbanks Sets 6; Seeks EL Release Hollywood, Aug. 26.

With "Dr. Jim" his first feature film already under way after a 10-day delay, Jerry Fairbanks, who has been setting up a program of six pictures a year. Negotiations for the release of the low-budget picture through Eagle Lion are now going on. Roland Reed has been set to produce one of the films.

Fairbanks releases his "Speaking of Animals" and other shorts through Paramount.

He is due back from Honolulu where he's currently supervising a picture of the low-budget Dole Pineapple. Release deals will be finalized early September.

Company, which in turn would make up to four films yearly for EL release.

Dickering with Edward Small also continue though something in black-and-white remains as elusive as the picture's name. Small haven't been dropped to the Small into a distribution deal with EL.

Andrew Small has been an indie producer-director deal with E.L. He'll make "New Girl in Town" to be released in December.

William Skirball accompanied his brother on the trip to England. Purporting to be in the U.S. to oversee distribution of "Birth of a Baby," U.S. documentary, currently being played in Anglo film houses. He'll also hit the continent to set up distribution of "Birth" in the foreign-languag market.

Haymes, Burton to Co-ProdUCE 2 PIX Hollywood, Aug. 26.

Dick Haymes, together with his personal manager, Bill Burton, are in new partnership under which they'll co-produce two originals, a romance, odd comedy.

Two deal is separate from the actor's dual picture deal with Universal.

## Majors' Theatres France's Need For A Foreign Market

Leonide Moguy, director of the French-made "Bethsabée," produced by Raymond Borderie, is huddling with the executives of RKO International in New York with an eye to a possible deal for the American release of the picture. Moguy arrived on the Queen Mary Monday (25) en route to the Coast for other director-choreographer of "White Stop" for Seymour Nebenzal (U-I) and worked at 20th-Fox and RKO.

Moguy stressed the complete impossibility of 100% French production without the foreign market. It's worse for the French than the situation of the British market for Hollywood because, otherwise, no film, with existing costs, can cross even a French market alone. First there is the "blackmarket" in cast costs, where stars are paid the early wages in the production bonus under the table in order to circumvent taxes. An example of this is the case of the French film "Bethsabée," where the cost of a 5 a.m. shooting on "Bethsabée" because, during the day, the juice is paid the early wages in the production bonus under the table in order to circumvent taxes. An example of this is the case of the French film "Bethsabée," where the cost of a 5 a.m. shooting on "Bethsabée" because, during the day, the juice is paid the early wages in the production bonus under the table in order to circumvent taxes.

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## 37 HURT IN CRASH OF THEATRE CEILING

Meadville, Pa., Aug. 26. While nearly a full house in the 1,000-capacity Park theatre here was celebrating the 10th anniversary of Al Mooney's orchestra last Thursday night (21), a 14-foot-square section of the theatre ceiling dropped 50 feet, resulting in injuries to 37 persons, one of them seriously hurt.

At least 10 persons were admitted to this city's two hospitals as patients. However, only one person, John J. O'Connor, 34, of Meadville, who incurred a crushed chest and deep lacerations and scalp lacerations. All others suffered minor lacerations and bruising.

Mooney, who had just left his seat in the auditorium to go backstage to receive John J. O'Connor, escaped uninjured. He and Napier jumped into the thick of rescue work. The British orchestra started by state and local officials.

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## ABOUT PIX FORCED DOWN EXHIBITS' THROATS

Editor, VARIETY: On pages 9 and 8 of the Aug. 26 issue of VARIETY, "Lament" which is a moviegoer am moved to answer.

The name and substance of the "Lament" seems to be that exhibitors charge the same price for a "generally poor picture" as they do for the regular run-of-the-mill show. How interesting it is my observation that the exhibitors charge the same price for a "generally poor picture" as they do for the regular run-of-the-mill show.

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## E-L Drive

Continued from page 3

company, which in turn would make up to four films yearly for EL release.

Dickering with Edward Small also continue though something in black-and-white remains as elusive as the picture's name. Small haven't been dropped to the Small into a distribution deal with EL.

Andrew Small has been an indie producer-director deal with E.L. He'll make "New Girl in Town" to be released in December.

William Skirball accompanied his brother on the trip to England. Purporting to be in the U.S. to oversee distribution of "Birth of a Baby," U.S. documentary, currently being played in Anglo film houses. He'll also hit the continent to set up distribution of "Birth" in the foreign-languag market.

Haymes, Burton to Co-ProdUCE 2 PIX Hollywood, Aug. 26.

Dick Haymes, together with his personal manager, Bill Burton, are in new partnership under which they'll co-produce two originals, a romance, odd comedy.

Two deal is separate from the actor's dual picture deal with Universal.

Haymes, Burton to Co-ProdUCE 2 PIX Hollywood, Aug. 26.

## British Gov. Continues from page 3

to be done by U. S. exhibs by way of retaliation. To hold back on playdying would be petty and unbecomingly childish. In the course, bookers and exhibs may not feel the same sense of compulsion as exhibs do.

One of the tax's gimmicks, experts say, is that the U. S. companies are not paying money already in the company's coffers in England to pay the 75% ad valorem tax on new imports.

Regulations as currently applicable require preliminary payment of estimated earnings and ad valorem adjustments if the film's British take varies more than 10% from the estimate.

Since the average A film grosses \$200,000 to \$300,000, British distributors would be forced to fork over \$600,000 on each film before playing a single British house.

Picture Producers and the MPA Association are one-for-one charged with the fight against the tax. Biggies indicated that they have no offer from the British as yet. But the 75% ad valorem tax situation is toughening and there's fear that other countries will follow the British lead.

## Eagle Flies U-I Nest For Indie With Huston

S. P. Eagle is checking off the United Nations and John Huston in an indie production unit. Huston's contract with Warner expires next spring. Eagle, who arrived in New York this week to round up story properties for the new outfit, is under the British flag with Sidney Buchman to take over production reins on "Song of Norway," formerly on Eagle's production program.

Next, With Mirrors Albert E. Sandler, pressy of New Entertainment Workshop, which develops and produces Broadway plays before production, has added an electronic division to his outfit. The British firm, formerly known as "Song of Norway," formerly on Eagle's production program.

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## Col's 50c Divvy

Dividend of 50c per share on outstanding common was declared last week by Columbia.

## Male Heads UCP Board

Frank Hale, eastern financier who recently bought a block of stock in Universal Pictures, has been elected chairman of the board of that company.

# Record-breaking business!

*and now*

**more Class "A"  
top dates!**

**ORPHEUM • VOGUE • EL RAY  
BELMONT • CULVER**  
of Fox West Coast Unit, Los Angeles

**PARAMOUNT, San Francisco  
SAENGER, New Orleans  
LYRIC, Salt Lake City  
MAYFAIR, Baltimore  
IMPERIAL, Charlotte  
FULTON, Pittsburgh  
PALACE, Jacksonville**  
*and many more of  
the world's finest  
theatres are now  
booking*

**THRILLING**

# WYOMING

**"Wyoming" gets off to a smash World Premiere in Cheyenne followed by 83 day-and-date engagements in Rocky Mountain area!**

Sure-fire draw. Brimming with action.  
Hollywood Reporter

Plenty to cheer about.  
Thoroughly entertaining. Superior western."  
Showmen's Trade Review

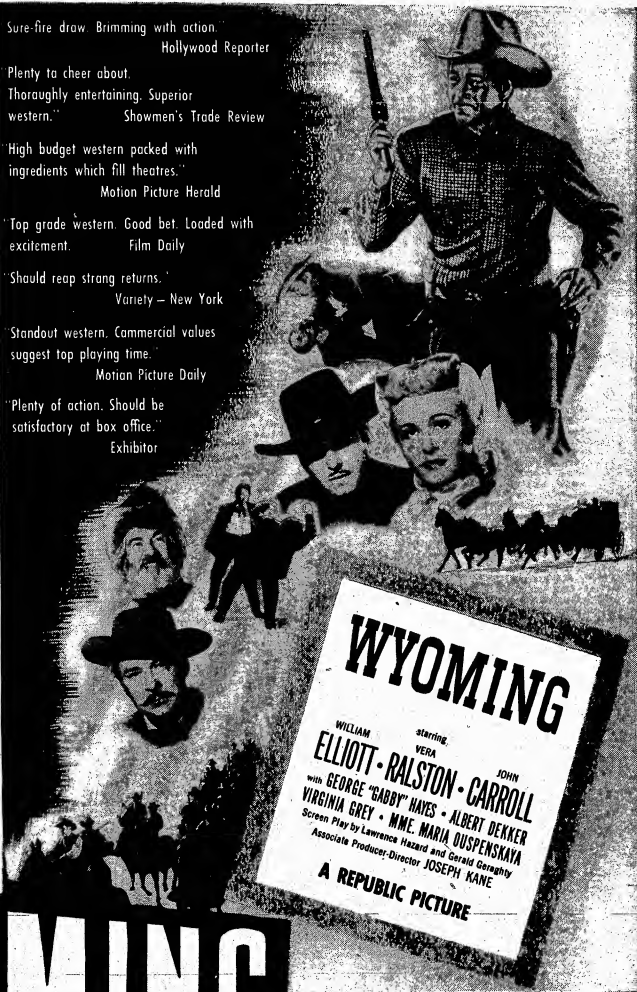
"High budget western packed with ingredients which fill theatres."  
Motion Picture Herald

"Top grade western. Good bet. Loaded with excitement."  
Film Daily

"Should reap strong returns."  
Variety — New York

"Standout western. Commercial values suggest top playing time."  
Motion Picture Daily

"Plenty of action. Should be satisfactory at box office."  
Exhibitor



**IS A GREAT OUTDOOR DRAMA!**



# 'RED STALLION' SMASH!

**Record high business on sensational Day-and-Date national openings makes 'Big Red' Box-Office Champion!**

CITY	THEATRE	CIRCUIT	CITY	THEATRE	CIRCUIT
Memphis, Tenn.	Warner	Warner	Terre Haute, Ind.	Orpheum	Alliance
Altoona, Pa.	State	Fabian	Ft. Worth, Texas	Worth	Interstate
Bakersfield, Cal.	Fox	Fox West Coast	Santa Barbara, Cal.	Arlington	Fox West Coast
Bay City, Mich.	Washington	Washington Theatre Co.	Galveston, Texas	Martini	Interstate
Dallas, Texas	Majestic	Interstate			
Elmira, N. Y.	Regent	Warner	San Diego, Cal.	{ California Loma State }	Fox West Coast
Los Angeles, Cal. <i>Five theatres day-and-date</i>	{ Orpheum, El Rey, Vogue, Belmont, Culver City }	Fox West Coast	San Francisco, Cal.	Warfield	Fox West Coast
Lincoln, Neb.	Varsity	Westland	Oklahoma City, Okla.	Warner	Warner
Phoenix, Ariz.	Fox	Fox West Coast	San Bernardino, Cal.	Fox	Fox West Coast
Milwaukee, Wisc.	Riverside	Standard	Fall River, Mass.	Empire	Yamins
Oakland, Cal.	Orpheum	Fox West Coast	Long Beach, Cal.	U. A. & Crest	Standard
Portland, Me.	Civic	Zeltz	Green Bay, Wisc.	Strand	Fox West Coast
Portland, Ore.	Mayfair	Fox West Coast	Houston, Texas	Metropolitan	Interstate
Kenosha, Wisc.	Gateway	Standard	Jamestown, N. Y.	Palace	Warner
Spokane, Wash.	Orpheum	Fox West Coast	San Antonio, Texas	Majestic	Interstate
			Seattle, Wash.	Orpheum	Fox West Coast

**... and a hundred more across the country!**

**ASK THE MAN WHO PLAYED IT!**

**EAGLE LION HIT!**





# METRO GOING HEAVY FOR NAT'L MFR. TIEUPS

Metro, on the hunt for cufu publicity and advertising, is going to plunge heavily into the tie-up with large manufacturers. Decision represents a sharp twist in M-G's policy on thumb-slumping since a minimum of log-rolling with merchandise outlets.

Revamping of Metro's tactics was the prime conclusion reached by the company's top brass at a series of headoffice meetings held last week under command of Howard Dietz, president in charge of public relations and advertising. While none would say that the British tax situation and economy waned tied into the reversal, it's generally figured that the company can whitewash expenditures against the tie-up.

First companies lined up are large manufacturers of chewing gums, sodas and confectionaries, a Metro spokesman said. Company intends following through with large stores and other factory concerns.

Studios attending the meets were Howard Strickling, publicity director at Whitehead, and Columbia, Ralph Wheelwright, Whitehead's asst. From the h.o. were Dietz, Si Seidler, and George B. Shinn, Metro's publicity exploitation head; Herbert Crocker, publicity manager, and Tom Gerety, Metro's marketing and sales chief.

## Brochure Explains Pix Adaptations to Fans

A glossy eight-page brochure on "Translating a Best-Seller to the Screen," with "Carmen" from the title as the example, is currently being dropped on its first release. Approximately 50,000 copies of the illustrated booklet are being distributed to women's clubs across the country as part of a study program on the tie-up.

Various sections of the reprint discuss scenario problems, research and location work, and suggestions for club members on how they can support films in their locality.

## LEVIN'S BROT, PIC

Meyer Levin, author of film and novel on Palestine, "My Father's House," planned to London Monday (28) to start work on new picture. Palestine novel, rewritten from film script, was published by Viking Monday (25). Picture produced in collaboration with Herb Kline, opens in New York next month.

## Exhibits Fight

Continued from page 8  
tic of these was a decision by the District Court Committee of Independent Theatre Owners to raise \$50,000 from exhibitors as a "war chest" to haul not only ASCAP out of the mat but also all majors with financial leech in movie-planning houses.

It's likely to face court hassles if PCCTO carries through its avowed intentions are Metro, Paramount, Warner Bros., Columbia, M-G owns the 20th-Fox-Robbins Music, Leo Feist, and Miller Music. The findings are in Paramount and Paramount Music while WB's interest is vested in Francis, Witkop, and Advance Music. The findings are in Paramount and Paramount Music while WB's interest is vested in Francis, Witkop, and Advance Music.

National that the picture is being recommended it for consideration at the convention itself. It's more than likely that the picture will then be birthed will tackle the fight as its first all-industry project.

# Briefs From Lots

Continued from page 1  
directing... Samuel Goldwyn is building a complete model on a sound stage for "A Song Is Born."... George Kravitz has completed his first screen director job... Senator Was "Indiscreet" but will stay in town until Sept. 10 to supervise the cutting... Frederic R. Hillman, J.R., checked in for his first production job... "The Window at K.R.O."... Charlie Langford, new director task will be "Let's Fall in Love."

Jack Boyle will create and supervise dance routines for "Mary Lou," to be produced for Columbia by William Kazitman... Tom Brown in a clergyman's role in "Slippy McGee" at Republic... George Raft, William Bendix and Marilyn Maxwell led a location tour to San Francisco to shoot "Face Street" for RKO... Leo McCarey shifted his "Good Sam" company to Culver City for a check of shooting on the RKO-Pack lot... Alexis Smith drew the film version of the Moss Hart legler, "Four Wise Bachelors" is the asst. on "Daddies" at Warners... "The Story of Seabiscuit" at Warners... "Impossible Pictures" at Warners... "Romantic Rumbola" and "Fanny Nancy Clancy" will be produced by Warner Bros.

Edward Donahue, formerly with John Ford and Orson Welles, signed for Paramount to produce "The Velvet Touch" starring Rosalind Russell, Sydney Greenstreet and Leo G. Carroll... Robert Weigh assigned by Paramount to produce "Sorrowful Journey" starring Robert Montgomery and Bob Hope will star as a sad hoes player.

With the completion of the Roy Rogers starrer, "The Gay Ranchero," Republic has the heaviest backlog in its schedule with a total of 17 features awaiting distribution.

## Team Hutton, Reynolds For 'Time to Sing'

Hollywood, Aug. 26  
Robert Hutton and Patricia Reynolds will be co-starred by Warners in its "Time to Sing," based on an original story by Jerry Wald with production by Frederick de Cordova directing.

## Denver Theatres Fail To Quash Court Order

Denver, Aug. 26  
The Denham theatre and Fox International Theatres failed in their effort to quash an order from U.S. courts that will require them to furnish all theatre records from Sept. 1, 1945, to the present to the Broadway Amus. Co. operators of the Broadway, in its suit for \$50,000,000 to start legal proceedings. PCCTO wants to haul not only ASCAP out of the mat but also all majors with financial leech in movie-planning houses.

## Seeks Rin Tin Tin Jr.

Los Angeles, Aug. 26  
Injunction suit was filed here by The Kline, who owns the film "Return of Rin Tin Tin" against Romy Pictures, PRC, and George Raft, with William Stephens, producers.

Kline declares he wrote the original script and the picture will be heard in Delaware, where it has been filed in U.S. courts.

## D. C. Exhibs Postpone Fight

Washington, Aug. 26  
The D. C. Motion Picture Theatre Owners has notified the District Recreation Board that it is willing to postpone until next year its fight to prevent the showing of motion pictures in playgrounds during the summer evenings.

# Somerset Preps Film On Teachers' Plight

Hollywood, Aug. 26  
Understand American schoolteachers will have their grievances voiced in the third film, still untitled, to be made by the new indie outfit, Somerset Pictures. Walter Connolly will produce and direct from a script by Aubrey Wisberg.

Somerset's first production was "The Burning Cross" and its second was "The Dark Road."

## Berger Joins 'Enemy' To Beat 10% Tax

Minneapolis, Aug. 26  
Bennie Berger, head of North Central Allied, has joined forces with his ancient enemy, the Minneapolis Amus. Co., a Paramount affiliate, to beat the proposed 10% admission tax which the city of Minneapolis was considering. Local unions unanimously rejected the provision after all exhibits united to stage a knock-down battle.

Real reason is the alliance of Berger and Minneapolis Amus. Co. for limited purposes. Berger has been elected to the circuit court as its parent, Paramount, for many days. He's consistently charged both with the tax and the proposed 10% admission tax.

Exhibits here posted petitions in their lobbies for several days before the hearings to support their fight against the threatened imposition. They collected some 50,000 signatures and presented the list to the lawmakers as proof that the public opposed the boost.

## 6 More Go for Par

Hollywood, Aug. 26  
Six features will start in digital at Paramount in September, making a total of seven films in work at the studio.

September starters are "The Long Gray Line," "A Foreign Affair," "A Is for Answer," "The Sign of the Cross," "Hazard" and "The Sealed Verdict." Holding over from August is "The Paleface."

## Planet Buys Three

Hollywood, Aug. 26  
Planet International, Inc., bought three story properties "Bright Commercial," by Al Martin, "Prelude to Love," by Tilly Forster, and "Blanching on a Boat," by Beatrice Bland, under production.

"Cloud" will be produced as a musical by the writer and Frank Caldwell, with an all-Negro cast.

AA also concluded a deal during the past week to make "One Touch of Venus" for Universal-International. That puts Miss Pickford, who owns all of the stock of AA, in the peculiar position of selling away from her own company, UA, of which she's half-owner. She has no actual hand in the production, however. It will be made by Guy Lombardo, who has a long history of general manager of the U-I studio to go into the indie.

Pickford owned the rights to the Broadway hit musical. She has assigned them to AA. The deal is a turn of events, hold an interest in the film, both as payment for the rights and as an AA part to produce "Venus" on their own for UA can be checked up in part to the similar British tax situation. It appeared like too much of a chance to put up their own heavy coin, however, to produce a big musical. They also will get the advantage of a deferment on studio dues via using the indie. They will have access to the company's star roster. Deanna Durbin may play the role of Venus, and Guy Lombardo for the part of Cupid. Guy Lombardo and Guy Lombardo.

# Photographers Exchange Aides Beat Taft-Hartley Law With Pact Extensions

Beating the Taft-Hartley Act's 22 deadline barring all closed shop agreements until that date, cameramen, local and exchange workers locals affiliated with the International Alliance of Theatrical Stage Employees obtained extensions for one year of the present collective bargaining pacts. International Photographers, Local 644 in New York, No. 666 in Chicago, and No. 659 in Los Angeles, covering 100 newswomen, had their contracts extended to Aug. 31, 1948, with provisions for renewing wage hike negotiations on Jan. 1, 1948.

In like fashion, IATSE locals covering front and back offices of 31 exchanges nationally extended their union pacts for a year with the eight majors and Republic. Agreement covers extension of all terms in the existing pact until Aug. 31, 1948, except for wage clause which is to be reopened Dec. 1, 1947. At that time, Screen Office and Professional Employees Guild New York frontoffice exchange workers of United IATSE 20th-Fox, Local 6 and Columbia will also have wage scales equal to national pact set by the IATSE locals.

Efforts of Motion Picture Home Office Employees Union, Local H-6, IATSE, to reach an agreement with Pathé Laboratory officials for a union pact before the deadline failed. Talks, covering 40 employees, have been in progress with company for more than two months and are continuing this week.

Extension agreement between the film companies and the IA exchange locals was pushed through without the negotiations. "Pat" Scollins, Paramount labor rep, said the company's negotiating committee.

## Set Erectors Sign

Hollywood, Aug. 26  
Set erectors local 468 was the last

of the film unions to sign a one-year agreement with major producers. Pact was signed just before the deadline last Friday, the deadline established by the Taft-Hartley law. Deal grants the erectors, IATSE local, a basic wage level of \$5.50 an hour for an eight-hour day.

Two other groups signing shortly before the deadline were the studio transportation drivers and the screen publicists. Latter agreed to the extension of their old pact to cover the next eight months.

## Chi Boothmen Upped 1c

Chicago, Aug. 26  
Front office union, B-64, IATSE, of the motion picture house operators won a 10c hourly increase from the chain office here last week. Union, which covers usherettes, clerks and asst. managers, also got a two-year contract that covers paid vacations. Pact was retroactive to July 1.

Approximately 1,500 employees were affected. Union only could account to a third of the 4,000 house people due to large turnover in help.

Members of the union pass 30-day probationary period.

## Extra Scenes For Enterprise's 'Arch'

Hollywood, Aug. 26  
Enterprise has ordered added scenes for its Arch of Triumph, involving Ingrid Bergman and Charles Boyer. Understood the sequences will be shot after Boyer completes his chore in "Mortal Combat" and before Miss Bergman starts "Joan of Lorraine" at Sierra Pictures.

Budget on the film is reported nearing \$4,500,000, about half a million more than previously announced.

# New York Theatres

ON THE SCREEN  
WARNER BROS. PRESENT CLAUDE RAINS  
**LIFE WITH A FATHER**  
IRENE DUNNE • WILLIAM POWELL  
ELIZABETH TAYLOR  
EDMUND GREGG • JESSIE VASS  
ADRIAN PAUL • MICHAEL CURTIZ • PRODUCED BY ROBERT BUCKNER  
CONTINUOUS AT THE  
AIR-CONDITIONED  
SPECIAL LATE MIDNIGHT FILM

RADIO CITY MUSIC HALL  
Bookman Center  
Cary Myrna Shirley  
GRANT LOY TEMPLE  
"THE BACHELOR AND THE BOBBY-SOXXER"  
AS A BROADWAY HIT  
SPECIAL STAGE PRESENTATION  
BING CROSBY  
NANCY CAULFIELD  
BARRY FITZGERALD  
"The Gay Ranchero"  
YOUNG MITCHELL • RAY  
"Crossroads"  
REVOLVING STARS  
SAMUEL GOLDWYN presents  
DANNY KAYE • VIRGINIA MAYO  
and the Golden Girls in  
"The Secret Life of Walter Mitty"  
ASTOR

JUNE HAYES • MARK REEVENS  
**"I WONDER WHO'S KISSING HER NOW"**  
DALE  
JOE HOWARD  
Renaud MAURICE ROCCO  
ROXY  
WILLIAM POWELL • LOY  
"The Arch of Triumph"  
IN PERSON  
AL BURGESS  
AL BURGESS & MICK  
ROCK  
"THE THIN MAN"  
CAPITOL  
Erol FLYNN • Barbara STANNYCK  
in Warner Bros. "CRY WOLF"  
GERALDINE BROOKS  
Produced by Leo Blumkin  
FREDDY MARTIN  
His "The Sign of the Cross" and  
His Orchestra  
THE COCONUT GROVE REVUE  
AT THE STARDUST  
Air-Conditioned

ON SCREEN  
THURSDAY, AUG. 28  
Gable  
Deborah Kerr  
"The Hucksters"  
IN PERSON  
NANCY KAYE  
Nancy May  
Deborah Kerr  
Sunny Dwyer  
and Orch.  
"The Hucksters"

# BSS Trims Prod. Staff Second Time In One Year; Becker, Beier Departing

For the second time this year, CBS is trimming the rolls of its dramatic production staff of directors-producers. It practically strats down to one man the chief director personnel on dramatic shows emanating from New York, not counting those on special assignments for documentaries or the "Studio One" exclusive for which Fletcher Markle was brought down from Canada.

Exiting the network fold are producer-directors John Becker and Robert A. Beier. And the chief director Jack Mosman currently negotiating for a switchover to the Milton Bow agency's production dept. It will leave only Al Ward among staff directors on dramatic programs. Debut of CBS to return in this division of programming is seen as the forerunner to the web's emphasis on dramatic presentations from the Coast, where William N. Robson is currently shouldering most of the burden.

Becker produced the former afternoon "Cinderella," series on the network and also did the "Robert & Lewis Little Show" as well as documentary assignments. Beier did the recent "Once Upon A Nation" series and also handled documentaries. Decision to drop them from the network was made in connection with programming reshuffle which found Mosman Robinson, producer in as program vicee and Davidson Taylor, Jr., succeeding Ed Murov as program vicee.

About nine months ago there was a wholesale exodus of directors-producers from the network, although a number of these left for new jobs.

# Hopper Hops Off Hot Seat

Hollywood, Aug. 26.—Hedda Hopper, widow as primary guest columnist on ABC's "America's Town Meeting of the Air" for Sept. 2, throwing troubled producer-director Hopper out of the job. With Miss Hopper goes Howard M. Rogers, screen writer.

They were ticketed for affirmative side of locally tough question, "Is there really a threat of communism in Hollywood?" as part of team of Albert Dekker, Emmet Lavery still stands as show's dramatic security advisor. Comments, Phil Sheldon at ABC said no excuse was advanced, and request further quizzing to Hopper's office, where no one was available for comment.

# Regional Spot Buyers Awaiting Time Change On Market Re-entries

Chicago, Aug. 26.—Regional spot buyers seem according to station reps, to have already back into the habit of deferring entry into the market until after the time change. They want to sure they are in the market around or edged out as the result of the switchback to standard time.

At the war time, there was little consequence to these advertisers because there was no set time. Now they prefer to wait for the clock-hand reversal, Sept. 28, and thereby set their spot commitments more definitely.

According to general reports, availabilities for spot announcements on networks are pretty low. The local accounts where they well soaked up.

# Cantor Wants Stang For Pabst NBC Show

Arnold Stang, character comedy stooge of the Henry Morgan and Milton Berle programs, has been offered a featured spot on Eddie Cantor show for the fall. It would be a three-year deal starting at \$800 a week and going to \$1,200.

In order to accept the Cantor series, which originates from Hollywood, Stang would have to give up both the Morgan and Berle stints. He understood to have given notice on both, under the terms of his contracts with them, but he reportedly hasn't yet signed with Cantor.

# Network Premieres

(Aug. 27-Sept. 7)

**Wed., Aug. 27**  
**Dennis Day Show**, comedy, with Barbara Elster, Dirk Trout, John Brown, Beaumont Newhall, conductor; Verne Smith, announcer; Frank Gann, Arthur Alshuler, Charles E. Jones, Jr., writer; NBC from Hollywood; Saturdays, 8-8:30 p.m., EDT.

**Thurs., Aug. 28**  
**"Mr. Keen"**, drama, with Benet Kupperman, John Kelly, Vivian Smolter, Walter Greco, William Zukerfeld, Florence Freeman, Joseph C. Murphy, NBC from Hollywood; Saturdays, 8-8:30 p.m., EDT.

**Sat., Aug. 30**  
**Jackie Chaney Show**, comedy, with Mel Blanc, Ruth Perrott, Joe Kearns, Ruby Dandridge, George Blais, and Charles Smith, Jr. Rines, producer; Henry Hopper, Fred Fox, John Ward, and Charles Lawrence, Jr., writer; NBC from Hollywood; Saturdays, 8-8:30 p.m., EDT.

**Sun., Aug. 31**  
**NBC Symphony Orchestra**, music, with Arturo Toscanini, conductor; Don Gillis, conductor; David Hall, writer, Sustaining; NBC from New York; Sundays, 8-9 p.m., EDT. (moves to Sat. night in October).

**Walter Winchell**, news commentary, with Ben Grauer, announcer. Sponsored by Andrew Jergens Co., Radio City, 100 W. 42nd St., New York; Sundays, 8-9:15 p.m., EDT.

**Ozle and Harriet Show**, comedy, with Janet Waldo, John Brown, and Charles Lawrence, Jr., writer; NBC from Hollywood; Saturdays, 8-8:30 p.m., EDT.

**Burns and Allen Show**, comedy, with Bill Goodwin, Tobe Rouse, and Charles Lawrence, Jr., writer; NBC from Hollywood; Saturdays, 8-8:30 p.m., EDT.

**Sept. 5**  
**Baby Snooks Show**, comedy, with Baby Snooks, Charles Lawrence, Jr., writer; NBC from Hollywood; Saturdays, 8-8:30 p.m., EDT.

**Sept. 6**  
**"Life of the Fish"**, comedy, with William Bendix, John Brown, Jim Gillis, Paul Kelly, and Charles Lawrence, Jr., writer; NBC from Hollywood; Saturdays, 8-8:30 p.m., EDT.

**Sept. 7**  
**"Hour of Charm"**, music, with Phil Spitalny, choir; Phil Brontson, announcer; Joe Ripley,

# KLZ's Veteran Night News Editor

**William "Bill" Parker**  
 A onetime Reuters correspondent in Asia and Europe, with long experience as radio news editor, Bill Parker is typical of KLZ news staff selected for their news know-how.

KLZ, DENVER.

# Mrs. Burton' Serial Due For Title Role Revamp In Alexander Takeover

Title part of "The Second Mrs. Burton" serial will be changed with the new series. Due to a change in characterization by Martha Alexander, who took over writing the show about two months ago, Claire Nielson, who created and now plays the femme fatale, will be replaced. Final selection of her successor, still to be retained, but on a week-to-week basis.

Miss Alexander, who has taken the show from 38th to 21st place in the daytime Hollywood rating list, is understood to have wanted the change both male and female leads. Various actors were considered for the male assignment, with the chosen reportedly favoring Les Tremayne. However, the Young & Rubicam agency recommended General Foods that Dwight Weist, who has been retained, and the sponsor has approved that action.

Of the actresses so far auditioned for the femme role, Margaret and June Allison are understood to have been approved by Miss Alexander and the agency, pending auditioning additional candidates. Meanwhile, a conference between the writer and the agency following the show was slated for yesterday afternoon (26th), when the whole subject of the rewriting plan, casting and production was to be reviewed.

"Mrs. Burton" is heard in the 2-2:15 p.m. spot across the board on CBS, originating in N. Y. Beverly Smith directs the show and Dave Levy supervises.

# Pete Wesser Quits KQV

Pittsburgh, Aug. 26.—G. S. (Pete) Wesser, who did a lot to put KQV here on the national radio map, has checked out as general manager of the plant. He remains, but he is reported to have "several ironies in the fire."

James F. Murray, commercial manager of the station and Wesser's captain under him, has taken over his divorce from WJAS in the station. Murray, who was Wesser's partner in the launching of "Opinionaire" program idea which has become a network radio success, took over the Pittsburgh power strike also won them national recognition.

**"Quick As A Flash"**, audience participation, with Win Elliot. Sponsored by Helvot watches (Weldtrub); MBS, from New York; Sundays, 8:30-9 p.m., EDT.

**Charlie McCarthy Show**, comedy, with Charlie McCarthy, Edgar Gordon, Pat. Patricia, Eddie Mayehoff, Ken Carpenter, and Charles Lawrence, Jr., writer; NBC from Hollywood; Saturdays, 8-8:30 p.m., EDT.

# NAB, Justice Dept. Join AM-PM Battle; Petrillo Invites Web Parley

## The Wing Waits

American Theatre Wing's Radio Workshop, which offers to produce original dramas by professional talent on any N. Y. station or network, at a cost of only about \$50 weekly, is going begging for a time.

Workshop put 22 weekly shows on WNEB last season, but went off the leader's air in February owing to "budget reasons" and hasn't been able to get on the air since, except for an "amateur program" last spring on the same station. All told, the Workshop has aired shows, some of them in WMCA.

"We'd like to interest a network," says George Wallace, ATW radio supervisor. "There's always talk about radio needing new talent, new ideas. We've got both, but we can't seem to find a taker."

Cost connected with the Workshop productions is for the small cast of not more than 16, but six actors stand in each stanza.

# Theatre Wing's Radio Upbeat

School days are due at the American Theatre Wing in New York again and it looks like ATW's Training Program for ex-GIs will tie off its second year with packed classes, the radio and television division included. George Wallace, co-supervisor with Byron McKinty of the radio and tele courses, reported this week that the 11 classes on the schedule probably will have a combined attendance of around 1,000.

Two new courses are on the agenda. Tom Slater will chairman a "Radio Station Course" in which casting, airing and promotion of radio shows on the networks and via transmitters. Ted Gott, program manager of WNEB N. Y., will instruct a class in Radio Programming. The latter course is designed to will cover operation of a local station, second part the program department and the station.

Other courses: Radio Acting, instructed by working radio directors; Radio Writing, instructed by George Wallace; Radio Dramatic Coaching (Advanced I and Advanced II), taught by John Dixon; Radio Production, instructed by Earle McGill, with Alan Ward as radio Workshop director, will prepare and produce two 15-minute shows each weekly, instructed by George Wallace; Radio Writing taught by Elwood Hoffman; Television Seminar, with Byron McKinty as chairman and Charles Lawrence, Jr., as secretary of the Television Laboratory (which will produce weekly shows), instructed by Elwood Hoffman.

ATW took over an old Greek church on Manhattan's west side last week for registration Monday. The enrollment of students in all divisions, including theatre, dance, ballet, music and drama, is expected to reach close to 1,000 vets seeking the various courses would be turned away because of limitations of facilities.

Deadline for enrollment in the upcoming week's second session will be the Wing's sixth—this next Friday (29th). Classes will begin meeting Monday.

Attendance is limited to vets, both men and women, who are professional entertainers. Costs of their studies are paid for by the Veterans Administration under the GI Bill of Rights.

# Monroe Exits Berle Show

Phil Monroe is checking out as producer of the Milton Berle show on NBC, after 2, upon conclusion of the "Silly Situation" series. The stem from differences with the network, the agency, which handles the show for Philip Morris, said Monroe will not be replaced, with Nat Dietrich taking over under his writer-director.

Monroe will devote his time to the Berle Enterprises package operation, handling pie-in-the-sky activities of the outfit.

James Caesar Petrillo has dispatched a wire to protest the four nets inviting them to meet with him and his exec committee in Chicago Sept. 18-19. Petrillo's invite came in response to a letter telegram to him from the web. He said he was in which they "urgently requested him to call a further meeting" as "the only way of bringing about a solution to the FM problem."

Industry sources reported Monday (25) that a joint statement, NBC in behalf of the four nets was in the offing, but it had not been forthcoming. It would be an acceptance of Petrillo's invitation and possibly an elaboration of the "no-vets" attitude toward the AFM stand.

Washington, Aug. 26.—The mounting battle over James Caesar Petrillo's AFM ban on AM-FM duplication was joined this week. Petrillo, president of Broadcasters, through its FM executive committee, and by the Justice Dept. Letter, joined the House Labor Committee in a full-scale investigation of Petrillo's FM activities. Petrillo, who has a love-hate mood toward FM, denounced the AFM ban and called for full NAB representation in the AFM.

Meantime, it was learned that Justice Dept. legalities, who "huddle" with the AFM.

# Wanted: A Daniel

Washington, Aug. 26.—Reports continue to reach the AFM that the AFM is duplicating throughout the country are duplicating AM-FM musical shows on the G. and O. days have suffered no bad effects. The FM Asn. is on the lookout for a web affiliate with enough of a love-hate mood toward FM, denounced the AFM ban and called for full NAB representation in the AFM.

So far the lawsuits have been as much a waste of time as they have with good reason. FMA says it has no intention of putting any station on the air. It has information in close confidence any information it has on duplicated shows, and it has no intention of wanting it known that if there's a licensee around who's about to "renew" his license, it has information to carry the ball for the industry, he could be worth his weight in platinum to eager beaver FM'ers.

Meanwhile, WQXR (N. Y.), the N.Y. web, has been expected to go right on duplicating its programs, including live music, on its FM affiliate, WQXX, and it hears a hint from the AFM boss, Fred Allen, behind closed doors with conference with the AFM, and the AFM and high-ranking execs of four major AM networks. Word was that the AFM would not be before or after the Justice confab, would issue a joint statement defining its stand on the duplication question.

(New York, a network source said) that the AFM would issue the Justice Dept. that they do not feel they can legally duplicate AM programs on an under the present regulatory situation.

Nat brass slated to attend the Justice meeting are Frank Mullen, vice president, and Henry Lader, acting general counsel, for NBC; Robert White, vice president, and Julius Rosenberg, general counsel, for CBS; Frank Kintner, exec vice president, and Joseph A. McDonald, vice president, for ABC; and Al Robert Swezey, exec vice president, for Mutual.

AFM Asn. exec. director J. N. "Bill" Bailey and counsel Leonard Marks represented FM'ers at last week's AFM meeting. The AFM spokesman, Marks will file a formal brief this week arguing action against Petrillo's duplicating ban. He is bedding position of the Lea and Tuff-Hartley Acts.

AFM also has expected to stage a thorough review of the AFM-network contracts to see whether they are in compliance with the way of duplication. This has (Continued on page 38)



# State Dept. Action on NBC-CBS 'Voice' Monopoly Due to Set Off Fireworks

Washington, Aug. 26. Fireworks from at least one of the seven private showtime licensees is expected in the wake of disclosure last week by Asst. Secretary of State William A. Benton that NBC and CBS will continue to handle all foreign program contracts for the "Voice of America."

Walter Lemonson, head of WRUL and Worldwide Radio-Television Corp., Boston, was one of the NBC broadcasters who had hoped to cash in on some of the \$60,000 in public funds earmarked for private licensees. Lemonson had worked closely with Sen. Joseph Ball (R., Minn.), chairman of a Senate Appropriations subcommittee, who masterminded the State Dept. "Voice" appropriation and was known to have planned opening Washington studios to a place of the program melon. So far as is known, Crowley, Electric and other private licensees have taken a strong position on the NBC-CBS monopoly.

Benton made the disclosure in a letter to all seven showtime licensees. He pointed out that the proposal for an independent International Broadcasting Foundation is still before Congress and that "a further disposition of the funds would make more difficult the problem of program planning and policy making during this transition period." ABC and Mutual were reported to have offered their services in providing some of the programming.

Benton pointed out too that while NBC and CBS last year handled 75% of the overseas broadcasts, with the disclosure cut in DX broadcast in 1948, the net will actually be responsible for less than half that year.

## Specialized Music Due For Stressing in WQXR's Hyped Fall Programming

WQXR, the N. Y. Times-owned, longhair indie has announced its unprecedented programming plans for the fall. As they changed up the station will have more outside talent than ever before—including classical disc jockey—and the accent, show-wise, will be on specialized music. As of the moment, the indie has five new programs in this category on the air or slated for fall tests.

One is to be pencilled in for an Oct. 1 bow is Jacques Fry, formerly of the piano duo of Fry and Friedman, who will be presenting a twice-weekly half-hour of classical parting, interspersing "a potpourri of thoughts about music recollections."

Station also has asked Emory Parnes, violinist, to bring for Romy strings, to twirl gypsy records from his own collection for 30 minutes weekly starting Sept. 4.

Other comparatively new personalities on the WQXR side are Tom Scott, "the American troubadour," featured in folk songs three times a week; Pru Devan, playing piano from his Latin-American collection; Friday nights, and Remy Farkas, bringing rare European recordings, two nights a week.

Plans are in the works to spot a 15-minute program in the 10-11 p.m. period, and to add a new show in addition to his present stint, starting in October. New stanza will be in discussion about the collection of some 20,000 foreign waxings.

Station tentatively set down for a 65-minute Sunday night spot beginning in October is the WQXR Quartet, featuring vocalists and Thursday afternoon. Plan is to slot the chamber music group in the 10-11 p.m. period.

New Friends of Music, Town Hall series sponsored by the Book of the Month Club, October 1-15, and other events are reported moving over to Ira A. Hirschmann's FM station, WAFB.

**M'w'kee Nitery Shops**  
Chicago, Aug. 26. With five stations in its own town to choose from, a Milwaukee nitery, "a confidential, intimate place in a Chicago outlet," WMAQ-TV, will be the 11th Club, presided over by disc jockey Dave Garraway, from midnight to 2 a.m. across the board. Distance between Chicago and Milwaukee is 90 miles.

## Hectic Setup

These are hectic days in the careers of radio actors. Miss Allison and CBS director Jack Mosman.

Aside from the fact that they're getting married next week, both have some individual deals cooking. Miss Allison is in process of negotiating a deal to move over into the Milton Bell production series. Miss Allison is one of the two alternatives being considered to step into the lead female role of the General Foods-sponsored "Second Mrs. Burton" daytime story.

## Demos To Perk Up on Airwaves

Washington, Aug. 26. The Democrats, who have been running a poor second to the Republicans in their use of radio time this year, are now showing signs of fight and striking out for new ways to exploit radio for political ends. Democratic National Committee Director Gail Sullivan announced last Friday (22) that the party would hold the first radio rally in history over the ABC network, Sept. 2, from 10 to 10:30 p.m. He hailed it as the test of the Demo's 1946 political campaign via the airwaves. ABC has offered a similar slot to the GOP.

At the same time, Demo committee headquarters admits a stepped-up campaign to find a radio director to parallel work now being done by GOP radio mentor Ed Ingles. Committee is also trying to drum up funds for an exclusive radio tour of its Capitol Hill members when Congress returns in Jan. The GOP committee has rejected similar bids all last year, but the Demo stunts were strictly on their own.

Sullivan says that 10 indie have listened to the program, then hear their own speakers on local issues. Sullivan says that 10 indie have already asked for a wireline hookup to carry the ABC program.

A partial list of the speakers includes: Mayor William O'Dwyer from New York; Congressman George C. Nelson from Los Angeles; Senator John Sparkman from Birmingham; Marshall Hanley, boss of the Young Democratic Club of Indiana, from Indianapolis; and Gail Sullivan from Washington.

## Balto Mayor Proclaims 'WBAL Month' as Station Preams New Quarters

Baltimore, Aug. 26. Elaborate new quarters to house WBAL, a 100,000-watt, have been dedicated by Mayor O'Dwyer to the public (No. 1). Seven broadcasting and two television studios will be the bulk of the plant which will view a teletype newsroom with a view of the city. Amps and other equipment are being moved and sales staff surround modernistic reception room.

One of the studios has been designed for public performance by the manager of the station, 160. This room will house the daily "Hi-Jinks" studio participant which is presented daily over the noon time stretch. The Master Control room has been designed under NBC Engineering Department supervision and can handle four broadcasts simultaneously. The television portion of the building will not be completed until fall.

Smart promotion of the opening by manager Robert Swann includes personally-conducted preview tours and a proclamation by Mayor O'Dwyer, Mayor O'Dwyer, Jr., proclaiming the month of September "WBAL Month." A night-wide show of public service contributed by the station.

## D'ARTEGA

New London, Connecticut, likes D'Artega.

They taxed the capacity of Ocean Beach Park and thrilled to his brilliant Latin American Vistas (August 2nd).

Saturday, August 30th, D'Artega returns to New London, by popular demand, to direct the famous Carnegie Play Concert Orchestra in gala "Viennese Night" program of symphony music.

LANG-WORTH, INC., NEW YORK

## Towers Sets Disk Deals

Down Under

Harry Alan Towers, the international transcription packager who recently landed Noel Coward and Grace Fields into his roster, stopped briefly in New York late last week. He was on his way home to London from a flying trip to Australia, where he set up a new branch of his transcription business. He established a radio production unit and linked Aussie film star Chips Rafferty to an exclusive deal.

On top of this, Towers reported he had sold his entire T-to-L output to the NAB. The deal, which the "Celebrity Series" starring Coward and Miss Fields—both in New Zealand and Australia, with the result that every commercial station Down Under this fall will air his work. Towers' people have estimated the annual gross of the deals would total approximately \$200,000. Biggest part ever paid for an e.t. show in Australia was racked up, Towers claimed, when the Macdonalds.

(Continued on page 39)

## New NAB Practice Code To Get Open Hearing At Atlantic City Meeting

Washington, Aug. 26. The proposed new NAB standards of practice, still official under wraps, will be the subject of a full morning's floor debate Sept. 18, at the code board of the NAB announced Friday (22). Decision to let industry have a look at the code before the NAB board meets on the books was alternative proposal to an earlier suggestion that it be voted on by full membership before becoming effective.

NAB proxy Justin Miller will propose that the code be made a promised full and open debate. Several daytime station ops and other men in operation in specific areas of NAB, it was learned, protesting some of the more stringent provisions of the code in specific money-give-aways, etc., as reported in the trade press.

Since the code is the work on the document was made by the larger station men along with NBC's Ken Dyls and Robert Swann, the vice-president, it was believed procedure of giving the grassroots broadcasters and newsmen an opportunity to review the code would bypass danger that the new standards would be set in operation in specific program categories.

Meanwhile, the new standards of practice will be the subject of advertising reps at an NAB meeting with officials of the AAAA and the Assn.-of-Independent-Advertisers last week in New York. NAB is planning another get-together with agency men during the Atlantic City convention, probably before the subject comes up on the floor for open debate.

## From the Production Centres

### IN NEW YORK CITY

George Heller to Fire Island for week's vacation. . . Frank Reel to Cincinnati to sit in on the local chapter's disciplinary trial of several of its members. . . Howard Teichmann, script editor of the upcoming Ford musical and writer of "Road to Life," has grabbed the top page of a legit play out of his typewriter. . . Freelance director Ed Downes, just back from the Coast, to Pittsburgh, to visit his ailing mother. . . George Aronson to Hollywood to handle the production of the new show for Camel, and to Atlantic City for next week's stanza. . . Abe Burrows to do a single broadcast of his Saturday night CBS show from the Waldorf Astoria on Sept. 15. . . The special 1,000-watt power for New Republic for the Sept. 15 issue, a profile of U. S. radio, timed for opening of NAB convention. . . Frank Kingford to WLBD for several weeks' vacation, during which time he'll continue a book and write several mag pieces.

Virginia (Ma Perkins) Payne due back by plane early next week, after a short visit with relatives in France. . . Lester Link to the Coast this autumn after an agenting safari in behalf of his program packages, "Fraud, Inc." "Commissioner of Police" and "Myrtle Mooney of Greenpoint." . . Gilbert Hanson, producer of "Garden of Eden" and "Truth or Consequences" He made a quickie trip to New York last week.

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### IN HOLLYWOOD

Just when it looked like Al Lewis was going to lend his peculiar talents to the Jack Paar script wars, in stepped Ernie Martin of CBS to sign him up for the Sweeney and March show, succeeding Marnie Miller as producer-husband writer. . . Terry Lewis (Mrs. Hubbell Robinson) writing a play. . . The m.c. stint on "We, the People" has narrowed down to . . . . .

Producers C. Hill, Dwight White and Lee Vines. . . Rosemary Rice and Patsy Campbell playing leads Thursday (26) and Friday (27) on "Lawyer Tucker" and "Mystery Theater." . . . . .

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### IN CHICAGO

E. (Chick) Showman, vicepres in charge of NBC's central division, is recovering from the loss of his job. . . . .

harness Sept. 2. . . . . ABC softball team won the radio league championship game last week they defeated NBC's. . . . .

Alfred Prescott m.c. of "Breakfast with the Champions" program Aug. 26. . . . .

WVAB is sponsoring a Hi-Li contest for children under 15, through Chicago playgrounds. . . . .



## Mike Placement System Perfected After 15-Year Try

Unfathomed after more than 15 years of theorizing and experimentation, a new technique of microphone placement and control that adds a new dimension of "life-likeness" to transmission and recording of sound has slipped into the broadcast scene. Credit for originating the system goes to F. J. Macfield, Bell Telephone engineer, who developed it in co-operation with CBS engineering executives A. B. Chamberlain and other collaborators.

Although scientifically formulated in a chain of brain-busting mathematical equations, and resulting in a system furnishing a concrete quality of realism to AM and FM programs heretofore not enjoyed by listeners. In addition, at the expense of the program sponsor, station, use of the technique results in a measurable gain in signal coverage.

In layman's linguistic, technical procedure, Macfield was to create sound which, though being reproduced through a single loudspeaker, have the effect of being heard with a depth and three-dimensional quality that two ears (binaural) sense can pick up, for example, in a stereo effect. Up to now, the reproduction has eliminated the drama of the binaural ability which encourages him to distinguish between nearby and distant sounds.

Through placement of mikes at various calculated points under Macfield system, which he calls "Liveness in Broadcasting," studio engineers are enabled to give the necessary accentuation of various distant sounds lost by failure of the binaural sense, and to eliminate (Continued on page 37)

## MBS' \$1,250,000 Semler Buz Via Martin Block, Billy Rose Strip Show

Mutual bolstered its sagging bibles with the tune of \$1,250,000 annually with the linking Monday (23) and M. S. Semler to the segment of the Martin Block disk show as well as a five-minute cross-theater broadcast of the Broadway musical "The Band Wagon" with Billy Rose. Sponsorship of both starts Oct. 15, via the Erwin Wesley Agency.

Martin Block's end of the deal gives him Krentz shampoo and hair tonic sponsor of the 230-245 segment, Mondays-Wednesdays-Fridays of his hour-long program and a five-minute slot, as yet untitled but to be based on his syndicated "Pitcher Horseshoe" column, has been scheduled at 8:55 p.m. and will be sponsored Mondays, Wednesdays and Fridays by Muttersole, a division of Semler.

The tone sequence will be aired on 180 stations. Sponsor has bought the full net for Block, WOR, WMCA, WY, Youtel, and WJZ. The program will carry the Block-Krentz sequence at the out of the station. Semler has said that the air plan for the program is sponsored—and WOR can't, under Block's deal with Mutual, advertise any product on the air which is competitive with any of Block's sponsors on WNEW, N. Y. City, "the gabfest" of the city. The latter station is Admiration show.

Record is, however, that Block will drop Admiration when its current contract runs out in order to clear the air for his Krentz segment he got on WOR.

## 20G Sears ROEBUCK PACKAGE DEAL OFF

Chicago, Aug. 26.

WGN has shelved the idea it had of auditioning an hour's financial program for Sears Roebuck. After all, the show was to go over the Mutual network.

The proposition call for the use of 100,000 more, the importation of stars from Hollywood for the broadcast and the employment of WGN's 70-piece symphony orchestra in a package that would have come to \$120,000. Dickering for rights to "musicals" was going on with Hollywood when it was decided to call the whole thing off.

## Hooper's B(e)havior B(aby) Fixation

By DICK DOAN

C. E. Hooper's got a new fixation. It used to be the Cooperative Analysis of Broadcasting. He finally got over that rating operation. Now it's the Broadcast Measurement Bureau. He's baldheaded, determined he's going to be a business with BMB. And it's an even money bet that, sooner or later, in some form or other, he'll be a business grade.

The far, Hooper's persistent work of BMB—a quite young, but haughty lass of quartile parentage—has got him to first base. But he's undaunted. First base is his last undaunted. He's ready to go. He's ready to take over his \$100,000 a year to BMB for \$1,000,000. Hooper last week tried a new tack. He called in the trade press and announced "the availability" of a new station and network "coverage" survey technique.

His superior, standards-wise, to the BMB 1946 technique, Hooper said: "It is also quicker and cheaper. It is available to all stations. It is a survey of stations, networks—and BMB, right now. And, if BMB would like to, it could be made prepared to do a nationwide study for around \$500,000, "about half" the cost of the present BMB survey.

And he could deliver the findings in about three or four months, or about the same time it takes to publish results of its 1946 survey. Hooper wrapped up the full details of his proposal in a booklet—"The Listener Coverage Index—an analytical memorandum." It was packed off to members of BMB's

board and technical committees and also to all Hoopering subscribers.

BMB prexy Hugh Felts had already been advised, in letters dated July 7 and 14, that it was coming, Hooper said.

No BMB Reaction

There was no immediate reaction, official or otherwise, from the BMB camp. Instead, BMB blithely issued its own communiqué last week, fortnight on the progress of subscriptions to its recently formulated "BMB—Despite vacation absences." The communiqué said some in the BMB office had set up, before the total to 133. Stations with net billings under \$100,000 annually represented 40% of the total, those between \$100,000 and \$250,000, 30%, and those with \$250,000 or more, 30%.

Felts meantime, was out in Chicago, in the company with station reps and agency timebuyers to discuss their statistical needs.

Hooper, "While awaiting industry action by BMB," is full of plans to "achieve a maximum of practical experience" in the new technique before it comes time to take on a nationwide survey. Therefore he proposes to:

"1. To accept commission to conduct 'coverage' studies for stations and networks, with station reps and agency timebuyers to discuss their statistical needs." "2. To leave the station and agency timebuyers to take on a nationwide survey. Therefore he proposes to:

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# SWEENEY & MARCH ARE



# READY!

**We've measured them against 8 top-comedy shows  
and we know they can make your sales-chart laugh!**

A man named Ernest M. Walker invented a machine that unsentimentally measures the laugh-response of radio audiences.

He measured the response to eight of the top comedy shows of last winter (whose *average Hooper* was 22.1)!

And now he's measured four *recent* broadcasts of "Sweeney & March", the brilliant CBS madcap comedy-team.

Mr. Walker's machine reports precisely that people are now *laughing louder and more frequently* at "Sweeney & March" than they did last winter at the eight top comedy shows.

Programs Tested for Laugh-Power	Average Volume per Laugh	Average Length of Laughter	Average Time Between Laughs
<b>SWEENEY &amp; MARCH</b>	<b>78.8%</b>	<b>3.1 sec.</b>	<b>10.7 sec.</b>
<b>8 TOP-COMEDY SHOWS AVERAGING 22.1 HOOPER</b>	<b>74.1%</b>	<b>3.1 sec.</b>	<b>12.2 sec.</b>

But that sage of show-business—The Hollywood Reporter—also spotted this, *without* a machine just a few weeks ago; it said flatly: "Another CBS offering that would pay its way on the sales-chart is 'Sweeney & March'. If we could, we'd buy 'em ourselves."

You know... as every top-flight comedian knows... that it takes performing *time* as well as *talent* to develop the pace and punch of great radio comedy today.

"Sweeney & March" got enough time on CBS because their talent was evident from the beginning.

They are ready now. Ready to put laughter to work.

Ready to lift a *big* sales-curve.

*If you haven't heard them in the past few weeks, you haven't heard "Sweeney & March"!*

Tune in CBS Saturday evening at 8:30 EDT and you will hear for yourself that... "Sweeney & March" are ready.

## A CBS PACKAGE PROGRAM











# HURRY! HURRY! HURRY!

Already Sold in More Than 40 Cities

## ABBOTT & COSTELLO

... But many important markets are still open for sponsorship!

**IT'S A SCOOP!** The American Broadcasting Company scoops the field with the first all-star comedy variety show ever offered on a LOCAL co-operative basis. Advertisers in markets of all sizes, located everywhere—are getting in on it. YOU can too!

More than 40 markets already sold—but plenty of cities are still available. You can buy one or as many markets as you wish (subject to prior sale). *But you must move fast!*

**ABBOTT & COSTELLO**, a top-notch show with a ready-made audience, is especially produced and transcribed in Hollywood and will be broadcast from there over ABC every Wednesday at 9:00-9:30 PM Eastern time, and 8:00-8:30 PM in all other time zones, beginning October 1, 1947.

**WHAT A SEQUENCE!** Look at this all-star program sequence—a Murderer's Row of talent and high-rating programs—to build maximum audience for your ABBOTT & COSTELLO sponsorship. *It's one of the strongest line-ups offered in radio!*

8:00-8:30 PM (Eastern) . . . . . **MAYOR OF THE TOWN**

(with Lionel Barrymore)

8:30-9:00 PM . . . . . **VOX POP**

(with Parks Johnson and Warren Hull)

9:00-9:30 PM . . . . . **ABBOTT & COSTELLO**

9:30-10:00 PM . . . . . **JACK PAAR**

(Lucky Strike's sensational new comedian)

10:00-10:30 PM . . . . . **BING CROSBY**

10:30-11:00 PM . . . . . **HENRY MORGAN**

**IT'S THE CHANCE OF A LIFETIME!** ABBOTT & COSTELLO is one of radio's top-rating comedy shows (average Hooperating under Camel sponsorship: 17.7). *YOU can tie YOUR sales messages to this big-time variety show!* (In addition to Bud and Lou, there are vocalists and a superb chorus!) Although it costs ABC thousands of dollars each week, your costs are a mere fraction of this figure, because you pay only for your own area. Yet you're in a class with the biggest advertisers in radio!

**DON'T DELAY!** For full details, including costs in your area, contact your local ABC station or station representative today. For a group of markets, write, phone or wire—

CO-OPERATIVE PROGRAM  
DEPARTMENT

# ABC

American Broadcasting Company

New York Chicago San Francisco Los Angeles Detroit  
33 West 42nd St. Circle Office Bldg. 155 Montgomery St. 1440 Highland Ave. South Bldg.

## Gold Rush Seems Over as FCC Gets First Postwar License Turned Back

Washington, Aug. 26.

Gloomy portrait of things to come was disclosure last week that the first postwar radio license was being turned back to the FCC. At least 20 construction permits have been forfeited when the bidders began to get cold feet about the competition, but WBXX, one of four stations in plant-sized Rome, Ga., is the first postwar outlet to just plain "give up the ghost" after only six months out on the air.

Station has contracted to sell its equipment and lease studios to WROM, another Rome outlet. WBXX apparently despaired of attracting advertisers and jumped at chance to get return of its physical assets.

This news followed hot on the heels of announcement by Blue Book station WQOW, Washington, that no purchase bid worthy of consideration had come in for its facilities. Fact that station was on the block was made public last month. Station stockholders decided to try to refinance or to wait for a bid closer to their \$181,000 investment. They will hold a second meeting here Sept. 3 to see if the situation has bettered itself.

Meanwhile, Assistant FCC general counsel Vernon Wilkinson reports that flow of new station bids is still heavy, averaging around 45 to 50 a month. This is only slightly under the rate for last summer when the gold rush in radio was at its height. In the usually sluggish month of July, 45 requests for new stations—most of them in the local-channel class—reached Washington.

Without considering the increase in FM transmitters, still more competition in the AM field is due when FCC decides the long drawn out controversy between the bigtime clear and the daytime stations which sharecrop on their wavelengths. Right now, 150 bids for new sunup to sundown stations are tied up at FCC on this count.

It is expected that Commission—if it gets a green light from the courts—may now to its former practice of permitting some daytimes

### 'Orange' Peel

Washington, Aug. 26.

Failure of FCC to publish publication of its comprehensive report on the economic outlook for radio, completed almost three months ago, may mean actual dollars-and-cents losses to some new station bidders who have rushed into the field with more enthusiasm than know-how, and now are losing their dough fast.

Publication of the "orange for caution book" has been delayed by absence of three FCC'ers in Atlantic City and fact that some of the FCC bench wants only the non-controversial sections of the book released.

The document is known to point out danger areas and cities where, according to FCC economists, it appears the volume of retail sales, etc., can't support the number of permits already handed out.

Within 750 miles of the big fellows. This will probably be the "go" signal for the 150 daytime bidders now on file, even if the Commission shuts additional daytime requests on these channels. FCC is aiming to get some decision out on daytimes by Oct. 1.

Another result of an FCC decision on daytime operators may be a rush of new limited-time station bids for the small non-radio towns. Would-be licensees frequently are willing to become the first station in a white-hot town, if they can go out on the air at sundown and operate on penants.

### McDonnell to F-C-B

Thomas McDonnell, for the last couple of years active in the free-lance package production field, has joined Foote, Cone & Bolding. He'll work on the Toni hair rinse ad.

Before entering the program package field, McDonnell was in ABC's program department during the LaRoche regime.

## Hermione Gingold Bows Out of BBC Rather Than Censor Revue Material

London, Aug. 22.

British Broadcasting Corp's sudden cancellation of "Now is the Time," 30-minute feature, during Home Service program today, burst wide open battle royal between BBC and West End revue star Hermione Gingold.

Star had program recorded, comprising three comedy items. Two were "Mother India" and "Riching," latter by Alan Melville, writer of most of the material in "Sweet and Low" revue series, which has been running at Ambassadors' for nearly five years. Third item was Dorothy Parker's "Here We Are," revival from "Spread It Abroad," revue which was done at the Saville theatre before the war.

BBC told Miss Gingold story was not suitable, with Michael Standing, variety chief, asking her to change her program. Star's response was pithy and to the point: "Don't ask me to broadcast again."

Other statements given to the press by star was along epistle, which she addressed to Standing: "Mr. Moodie (producer of BBC show) knows perfectly well what sort of artist I am and what material I do. It is extremely sophisticated and not, like most BBC music hall programs, vulgar in the worst possible way."

"The Dorothy Parker sketch was played for several months at the Saville theatre, without anyone taking offense. 'Riching' was passed by the Lord Chamberlain and had been played for over a year. As for 'Mother India,' we have had several Indians in front and none of them has taken the slightest offense."

"It is no good expecting artists like myself to do the kind of material put over by a broader comedian. I suggest in future you don't approach us, as our material is obviously not suitable for BBC listeners. It is a complete waste of time."

Miss Gingold expects to go to New York this fall to stage excerpts from her revues on Broadway. It will probably be by arrangement with the Theatre Guild.

### Comfort Counts

Bypassing the usual coin demands, new pact signed by Bea Wain and Andre Baruch for their WMCA (N. Y.) dick jockey show, puts major emphasis on remedying petty annoyances that have cropped up during that first year. Pact includes the following guarantees:

1. Year-round air-conditioning in their studio;
2. the right to transcribe their shows when they go out of town on golf tourneys;
3. all candid pictures must be submitted to them before being released to papers.

## SCREEN GUILD STAYS ON CBS; BOB HAWK TO NBC

William Eddy agency and R. J. Reynolds (Cameles) have finally reached a decision to keep Screen Guild Players on CBS and move Bob Hawk over to NBC in the old Abbott & Costello Thursday night spot. Under the new alignment SGP is separated from Lux by half an hour, Lever Bros, having exercised its option on the time for "Friend Irma" after Lady Esther pulled out.

Curtain-raiser Oct. 6 for Screen Players will be a repeat of "Bells of St. Mary's" co-starring Bing Crosby and Ingrid Bergman. Penicillin for the next two airings are Bob Hope and Dorothy Lamour in "My Favorite Blonde" and the Bogarts in a Warners vehicle.

## CBS Sells Out Sabbath Nite; Afternoon Spaces

With the sale of its Sunday night, at 10:30, "Strike It Rich" quiz show, CBS network's Sabbath evening time slots are now sold out. (DeSoto has bought the 10 to 10:30 segment, formerly occupied by "Take It Or Leave It," for the new Ed Byron dramatic package.)

However, Sunday afternoon is another story. Network is still shopping around for a new series for the N. Y. Philharmonic concerts in the 3 to 4:30 strip, following bowout of U. S. Rubber. And the 2:30-3:45 and 3:45-6 (latter Joseph Harsch) are unsold.

## Baseball Fever Rampant In Cincy, With WCPO Leading Caster Parade

Cincinnati, Aug. 26.

Baseball fever is rampant here after a lapse of several seasons. Like the gate at Crosley Field, radio programs related to the Reds' bid for advancement, to the National League's first division also have greater following.

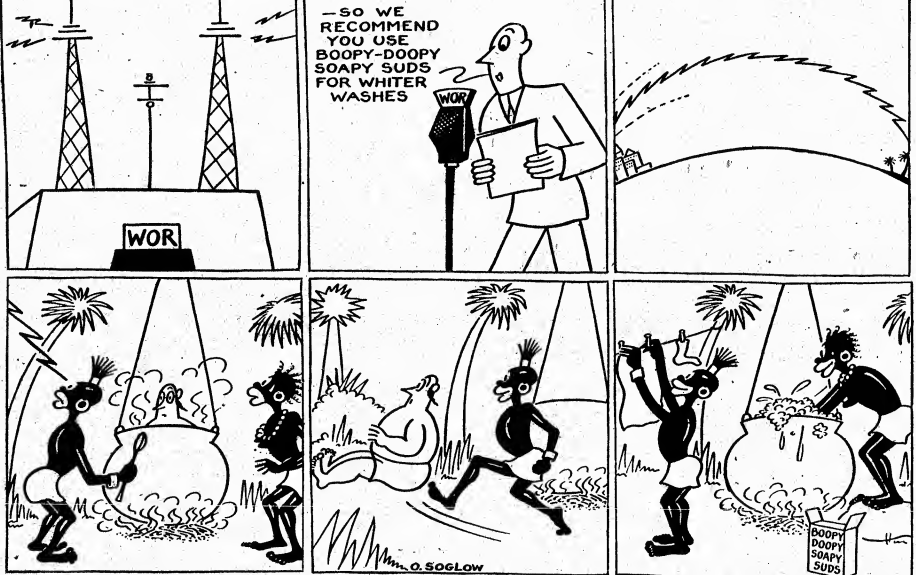
WCPO, whose Waite Hoyt is the experienced play-by-play announcer of Reds' games, has hyped its ratings mightily. Hoyt's tagging is for Burger Beer. The ex-All-league hurler, who has been broadcasting baseball in Cincy since 1942, is sold by his WCPO airings are relayed by 15 stations in Ohio, Indiana, Kentucky and West Virginia. Hoyt also is in his sixth year of sports reporting for Alms and Doeckle, department store, in a 15-minute series at 6:15 p.m. daily, except Sunday, the annual moving with him to WCPO, in 1944, after three years on WKRC.

Dick Bray, dean of Cincy sports-casters, who is in his 10th season of a "Pans In the Stands" series, heard for 15 minutes before airings of Reds' games on WCPO, with bantering for Rubel Baking Co., is doubling on WSAI with "Sportlight Parade," 5:45 to 6 p.m., Monday through Saturday. This new series, for Bavarian Xavier Univ., athlete of note, was later a Big Ten football and basketball outlet, and teamed up with Red Barber for several seasons on WSAI.

Dick Nesbitt, former all-American pro football player of the Chicago Bears, and a vet staffer of WKRC, where he assisted Hoyt in baseball-casts, does an evening series, daily except Sunday, of sports chatter on that station, tying in with Red Barber's CBS feedings. During football seasons Nesbitt does a complete schedule of selected games in Ohio and the near midwest for WKRC.

Raeanne—Fred Burke has joined the announcing staff of WLSL, Roanoke, replacing Dick Noel, resigned. Bill Kink, former WLSL announcer, has been promoted to assistant program manager of station.

—SO WE  
RECOMMEND  
YOU USE  
BOOPY-DOOPY  
SOAPY SUDS  
FOR WHITER  
WASHES



# WBAL's "New World of Tomorrow" Studios

## OPEN MONDAY, SEPTEMBER 1st!



THOMAS D'ALESSANDRO, JR.  
MAYOR

### PROCLAMATION

BY

MAYOR THOMAS D'ALESSANDRO, JR.

DESIGNATING THE MONTH OF SEPTEMBER, 1947  
AS "WBAL" MONTH IN BALTIMORE

WHEREAS, Radio Station WBAL through its public service and entertainment programs has since 1925 rendered a continuous service to the people in the City of Baltimore, and

WHEREAS, the City of Baltimore has received city-wide radio publicity for the Clean City, Public Safety and other campaigns and other programs and announcements whenever WBAL has been called upon in civic movements in behalf of the cause of good government in Baltimore, and

WHEREAS, Radio Station WBAL has taken a lead in the fostering of educational, inter-cultural, inter-faith, religious, civic, agricultural and governmental interests in the City of Baltimore, and

WHEREAS, Radio Station WBAL has now constructed studios at 2610 North Charles Street, said to be the finest possessed by any radio station in America and which will enable the station to perform even greater services to the people of Maryland, stimulate trade and bring additional desirable publicity to our City, and

WHEREAS, WBAL stands as a symbol of progress in the City of Baltimore, and

WHEREAS, special programs glorifying the City of Baltimore and enlightening citizens of Baltimore will be broadcast continuously by WBAL in some cases over the NBC Coast to Coast Network, for the entire Month of September.

NOW, THEREFORE, I, THOMAS D'ALESSANDRO, JR., Mayor of the City of Baltimore do hereby proclaim the month of September, 1947 as "WBAL MONTH" and do urge all our citizens to participate in the activities being arranged for this special occasion.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the great seal of the City of Baltimore to be affixed this seventh day of August, in the year of our Lord, one thousand nine hundred and forty-seven.

*Thomas D'Alessandro, Jr.*

Mayor



ATTENTION: NAB MEMBERS  
[ You are cordially invited to visit WBAL before  
or after the NAB convention at Atlantic City ]

## N. Y., Already U. S. Tele Capital, Should Concentrate on Video Field: Hoge

New York's Mayor Wm. F. O'Dwyer could lead the city much more good by concentrating his efforts on maintaining N. Y. as the world's television capital, instead of trying to lure more major film production from Hollywood to Gotham. That's the opinion of Hamilton Hoge, U. S. Television president, based on his optimistic belief that tele will someday overshadow motion pictures as the nation's leading entertainment medium.

Pointing out that N. Y. already is considered the nation's tele capital, Hoge, who's a veteran of 11 years in the business, declared that the efforts currently being expended by the city government on the film industry could be put to much better advantage in video. Industry is now "hissing like a rocket poised for the take-off," he said, "and the rocket's big boom should occur soon."

Tele's growth has been centered around N. Y. and about 85% of the industry's activity is in the city now. Situation for the mayor presents a case not of trying to "lure" in the industry here but an effort to capitalize on "what's here already."

And that industry, Hoge is convinced, will grow much larger than film industry—it should reach the proportions of the automobile industry.

"Television is a natural here while film is not," Hoge says. "Motion pictures started in this area but California became their mecca because of weather conditions and other factors. The use of this city

for location purposes is a result of high construction costs for film sets, a condition that became intensified during the war. The film outfits, however, are permanently based in Hollywood and some are increasing their studio space there at present."

N. Y.'s possibilities for tele, on the other hand, are innumerable, according to Hoge. City has always been the legit capital, and legit stars, as well as vaudevilleans, are always available for tele purposes. "Television art requires a different approach than the Hollywood technique," he declared. "Television programs must present more variety and pace and must be capped into the hour and part-of-hour time limitations, as in radio. New York has an abundance of experts on necessities of this type of art."

Stations springing up in other parts of the country are patterning their operations after N. Y. stations. In addition, Hoge said, there's a great reservoir of knowledge and statistics compiled by N. Y. broadcasters for the guidance of those in other cities.

"Everything that's needed to keep step with the country's great industry of the future, television, is available in N. Y.," the USTV president declared. "It would seem wise to concentrate on keeping this the capital of television rather than trying to lure here an industry which eventually will be swallowed up by television anyway. Television networks will eventually link the entire country."

## Vallee

Continued from page 30

him new stars who will in time be the stars of television as he has created stars in radio.

We all know that no restaurant, no club, no show, no radio, no TV, no business, whether we like it or not, I think it wise that we prepare for the future. The future of television when full bloom in color, with a large screen, three or four cameras behind the stage, and a big screen will be films made with little production, but with accent on acting and acting. The stars of the future who have no chain of theatres to worry them, and with only one interest—entertainment of television with the fodder to keep people at home.

## ABC's Shitbottle

To those who give considerable thought and worry to the difficulties of rehearsing, memorization of lines, makeup, costuming, etc., for live productions, let me say that they are thinking in the same terms that the network interests have used as a means of discouraging them. ABC's shitbottle about the analogy between live radio and canned radio—"you can't see the picture." This held true when the quality of transmissions was inferior, but today it's a different story. ABC's shitbottle is now a live one.

There should be no question in the mind of the owners of the big studios and the chains of theatres that previous competition in the home market has nothing to do with television when it really gets under way. The withholding of product and stars by big studios will not avail anybody anything.

The fellow with nothing to lose will build a nest of small—extremely small—film studios with 16m equipment, and on the assumption that the budget of television will be about the same as it is now in radio, have 15 or 20 small units turning out films that cost anywhere from \$500 to \$20,000—films that will be made in a day or an afternoon, and 10, not even accounting for the daytime shows.

Musicians and stagehands will have to play ball with this small budgeted procedure or face charges of monopoly or arbitrary attempts to strangle an important medium and will have to permit stars that will operate with one man alone on camera, one man alone on lights with the writing, musical and other budgets correspondingly cut to the bone.

Perhaps I am being over-precise and perhaps the present habit of going out is too deeply rooted in the American home, but the challenge to the makers of film production for television is one that will not be lightly ignored by those who are going to make productions for television. As I see it, it will be a battle to the death, and even if at the end of a year the curiosity on the part of the family at home becomes satiated with the excellent television in the home, the damage to the neighborhood house may have been done. As for radio, I agree with Arch Oboler that the medium that has done so much for me will be done to a dodo bird.

(Teeth in a Series on Television).

## Simmel-Meservey Sets Tele Rates for Educ. Px

Hollywood, Aug. 28. Simmel-Meservey educational film outfit here has set up a television rate schedule for its two productions, offering them to video outlets at rentals ranging from \$10 per reel per showing on sustaining second and subsequent runs up to \$50 per reel per showing on sponsored first runs.

The films are pitched up as fulfilling "all requirements for public service programming." Firm said that "much study has gone into the problem of rates which will aid the new station, be equitable for the established station, yet bring fair margin for the high production cost of today's education picture—a cost beyond our control."

Rates are set up in two general categories, sustaining and sponsored, with two subdivisions under each, one for stations in areas with more than 10,000 receivers, the other for outlets in areas with less than 10,000 sets.

Plans range from one-reel to three-reel subjects, some with musical accompaniment, others silent.

## WORLD SERIES TELE DECISION DUE MON.

Definite word on whether or not the 1947 World Series will be televised has not been promised as of Monday (1), it was learned yesterday (Tues.).

Exec committee of Baseball, the big league formal organization, is currently huddling in California and reports are that the council is almost definitely opposed to selling time rights to the Series.

Commissioner A. B. (Happy) Chandler is understood to be in the final decision may rest in his hands. He's said of the council, "hopes to announce before the issue."

## Tele 'Backsliders' Now Returning With FCC Bids

Washington, Aug. 26. A mere handful of the tele bidders who pulled out their applications in the heat of the color war black-and-white available last year has retitled to date, but FCC reports that several of the color bidders are now coming out of their backsliders.

Last week, J. Frank Kautz, licensee of WFLA, Miami, asked FCC to reconsider his bid for WFLA-TV. But he said he would have to look for a new site and had not yet decided on a new frequency. Other bids are expected momentarily from the Beck Radio Station of Minneapolis and from Marshall Field, new owner of the Chicago Times.

## Author Picked Up As Gen. Foods Institutional

"Author Meets the Critics," Martin Stone's book gag session, is set for another brief go on television. Show which was sponsored for six weeks on WNTB (NBC), N. Y., by the Maxwell House division of Gen. Foods, has been picked up for a run of at least three weeks, maybe more, at CBS institutions offering.

Benton & Bowles agency booked the stanza for Maxwell House, replacing Author last week with "Lucky 13," the CBS network's new GP deal, via Young & Rubicam. Author will tee off tomorrow (28) in the 8:30-9:30 p.m. slot immediately following "Girls."

## WBZ-TV's Mobile Unit

Boston, Aug. 26. WBZ-TV, Hub's first video outfit readying for fall debut, acquired a mobile television unit this week for spot coverage. No tests are planned for some time but vehicle, a special "mobile" type, they charge, is being used for personnel training under direction of W. H. Hauser, WBZ-TV chief.

Outfit has a two-camera video pickup plus Microwave Relay Unit for relaying spot coverage back to main transmitter when coaxial lines are not available. It's figured that new WBZ studios, under construction, will be ready by Christmas. New building will house television center as well as standard band, FM, administrative offices plus shortwave affiliate WBOS.

## WOR Tele

Continued from page 30

prints call for erection of WOR-TV's antenna on the 44-story building at the building at 44 Madison Ave., but station engineers are field-testing locations before a final decision is made.

Total cost of putting the two WOR tele stations into operation is expected to exceed \$1,500,000. Site has not yet been found for WOR-TV studios. Poppel said that if studios had not been found by the time the station's transmitter was ready, WOR might tee off with a temporary site schedule. Plans for film pickups and program feeds from N.Y.

In New York, additional, floor space is expected to be taken over at 1440 Broadway, home of WOR, for construction of WOR-TV's studios.

Kansas City—George "Doc" Halley, manager of Arthur B. Church Syndicate Features, took a look at KMCB at about 10:30 a.m. of the week's recuperation from an operation to benefit his handicapped. Halley has been with Arthur Church about 15 years.

## Video Seen In Fast Upsurge

Philadelphia, Aug. 26. Television is fast moving into the million dollar class, and predictions that it will be a billion-dollar industry within a five-year span are certainly warranted.

This opinion was expressed here Wednesday (20) by J. B. Poppel, president of the National Television Broadcasters Assn., speaking at the annual meeting of the Television Assn. of Philadelphia.

Poppel also forecast a multitude of jobs in television, including television operation for actors, actresses, directors, producers, writers, artists, engineers, lighting experts, makeup personnel, maintenance, stage, personnel and musicians.

"With production on the upswing, the receiver end of the business is pushing forward into the million dollar brackets. For example, assuming that the 500,000 figure in production will be reached and exceeded before the middle of 1948, the cost of the average television receiver, in c-u-l-d-i-n-g installation charges, approaches \$500. With 500,000 receivers, \$250,000,000 sets the figure for the industry's income of 1948.

Touching on tele programs, Poppel said:

"If one were to ask me what I thought was the primary need of television today, I could sum up my answer in two words: good program. Technologically speaking, television has advanced much further than it has program-wise. Technically speaking, television has been on the way for nearly a half-century—in one form or another. Program-wise, it has been here for less than a decade."

Kenneth W. Stowman, president of TAP, declared that the argument that "Philly was best bet for tele coverage of the G.O. national convention" swung the Republican National Committee away from Chicago and brought the convolve here. He predicted that a similar pitch would be used to convince the Democratic National Committee to hold its convention here also.

## TRANSCRIBED AND AVAILABLE

for a

274

Hooper.

That's a whole of a rating. But that's what the Texas Rangers' WBGB is doing. That's what it's with their famous transcription service—which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p.m., too, when there is a 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers' WBGB. Yes, WBGBI records after year by year. Buy the Texas Rangers transcriptions for your market. They build a big audience at WBGB and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

## The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION  
Pickwick Film Co. • Kansas City 9, Mo.

## Old Friends

In Detroit, WWJ is more than a commercial radio station, more than just a source of entertainment for its millions of listeners. It is

an old friend whose solicitude for the community's welfare is clearly evinced by WWJ's continued leadership in public service features.

Largely due to this 27-year-old friendship, products advertised on WWJ receive greater acceptance by Detroiters. Sales resistance is

lowered... sales are increased. That's what makes WWJ the preferred radio medium in America's 4th market!

1950 KILOCYCLES  
/5000 WATTS

Basic NBC Affiliate  
Associate FM Station WWJ-FM  
Television Station WWJ-TV

## WOKO Channel To Dongan Corp.

Washington, Aug. 26. FCC today (Tues.) announced a preliminary decision to grant the WOKO Channel 12.1 to the Governor Dongan Broadcasting Corp., leaving two other bidders, the Joseph Henry Broadcasting Co. and the Van Currier Broadcasting Corp., out in the cold. Main basis for the decision was that all 35 stockholders in the Dongan org are longtime Albany residents, prominent in the community. Commission meantime granted WOKO's present management another 30-day reprieve, to Sept. 30, in order to wind up affairs and get off the air. Dongan group, FCC ruled, can take over WOKO's facilities, prominent in the community, from the new licensee's transmitter is in operation.

Present WOKO operators lost their license because of stock concealment.

## New Mike

Continued from page 27

undesired accentuation of sounds caused by reverberation. System depends, therefore, upon original placement of mikes and skill of the engineer in controlling the program on the dials of the studio mixer panel.

In case of broadcasting large symphony orchestras, through placement of the mikes the listener can be made to feel that he's occupying any seat from the front to the back row of the auditorium. Under actual tests, CBS, in broadcasting the N. Y. Philharmonic Symphony Orchestra from Carnegie Hall, the "live" factor of the program was so controlled as to place the listener acoustically in the portion of the auditorium usually reserved for the music critics.

### Symph Improvement

Response of CBS listeners to the improved quality of the symphony music, despite fact that no announcements were made about the new technique, was immediate and widespread. Dialers were not only impressed with the program's realism, but by the fact that they could turn their volume down to minimum levels without picking up tiny, irritating musical tones. This sensation of increased loudness produces the coverage gain since dialers can operate sets with lower electrical signal power with a corresponding decrease in static and other noises.

Currently, CBS is the only major network to give a full-scale tryout to the Maxfield system. On NBC, "The Telephone Hour," bankrolled by the Bell Telephone System, employs the technique under Maxfield's direct supervision. NBC engineering staff, however, is currently developing a system of microphone placement which they term "similar to the Maxfield system but much modified."

Techniques akin to the Maxfield system, but without its scientific calculability, have been employed in radio for many years. Several years ago, "Rise of the Goldbergs," used an eight-ball mike, which extended over the cast table on a boom and everybody took their own fades for realistic movement. George Wallace, director on the American Theatre Wing Workshop radio shows on WNEU, N. Y. and other indies, has employed a similar overhead mike on a boom. Bob Steele, producer of CBS soap opera for Ruthrauff & Ryan, has also experimented with systems similar to the Maxfield system.

CBS has expended around \$25,000 in mastering the Maxfield system for general application to all programs. Progress, according to engineering heads, has been steady but not too rapid due the necessity of reorienting studio engineers to the refinements demanded by the technique.

Seattle—Edwin A. Kraft, owner of KINY, Juneau, Alaska, and KTKN, Ketchikan, has entered into an agreement to sell the two stations to William J. Wagner of Alaska Broadcasting Co. Agreement is subject to FCC approval. Wagner now owns KPOD, Anchorage, and is buying new stations in Fairbanks and Seward, so acquisition of KINY and KTKN will give him five stations in Alaska.

## Decision Tomorrow (28) On Johnny Olson Successor

Chicago, Aug. 26. Replacement m.c. for Johnny Olson on "Ladies Be Seated" will be named Thursday (28) at a meeting of Quaker Oats Co. and Feature Productions, which produces the show. Latter has meanwhile taken first turn-down options on the five who auditioned for the job, namely, Tom Moore, Darwent Kirby, Clark Kirschner and John Slagle. Olson's retirement from "Ladies" grew out of one of these agreements to disagree. Feature, which took over the show's production from ABC on a royalty basis in March, and Olson have had counter points of view for some time. When the show moved out to Chicago, Olson wanted to resign but ABC prevailed upon him to stick. Feature produces the second half of "Ladies" for Toni Under contract with the network.

Des Moines—WHD, Des Moines, wound up its Flood Relief Fund with \$222 remittances for a total of \$46,520.18.

## SEARS TO REPEAT TAB ON WGAR FOOTBALL

Cleveland, Aug. 26. With Sears Roebuck again picking up the tab, WGAR will carry complete schedule of the Cleveland Browns home-and-away football games in the professional All-American Football League, starting Sept. 29, with pre-season game vs. Baltimore. Schedule includes 14 games. WGAR sportscaster Bob Neal, who called plays on the Browns game last year, will repeat assignment this season with Bill Mayer handling color. Agency handling deal was Lang, Fisher and Stashower.

Corpus Christi—Carr P. Collins, Jr., has applied to the FCC for a new standard broadcast station to be operated here on 1010 kilocycles with a power of 100 watts daytime hours of operation contingent on the approval of the sale of KWBW to the Baylor Unit and removal to Houston. KWBW is owned and operated by the Century Broadcasting Co. here, of which Collins is vicepres.

## CIRCLING THE KILOCYCLES

Des Moines—B. J. Palmer, president of Central Broadcasting Co., operators of WCC, Des Moines, and WHIO, Des Moines, has announced the following administrative changes at WHIO following the death of J. O. Maland, longtime manager of WHIO.

Paul A. Loyet has been named resident manager of WHIO while continuing his other duties as vice president and technical director of the station. Ralph Evans becomes executive vicepres, with offices in Davenport. Woody Woods has been advanced from public service director to assistant resident manager and Reed E. Snyder from control room head to chief engineer at WHIO. At WOC, D. D. Palmer is named a vicepres and treasurer of Central Broadcasting Co. and Wm. D. Wagner is named secretary.

Charlotte.—Francis Fitzgerald, general manager of WGIV which is scheduled to begin broadcasting in Charlotte in October, announced that

Miss Gale Roper of Columbia, S. C., will be the station's program director.

Omaha—For the third year, WOW will tele 1,000 4-H club boys and girls at the Nebraska State fair in Lincoln Sept. 2. The station has now made an annual affair of it. Banquet will be served Army style through cooperation of the 2nd Air Force stationed at Ft. Crook here.

Lynchburg—Frank E. Koehler has been appointed general manager at WERT B. Beuwkes, resigned. Koehler was formerly with NBC in New York and later with the Times-Dispatch Radio Corp. in Richmond.

Kansas City—Manly Bonister, continuity editor at KCKN, is due to leave the station at the end of the month to set up a photograph studio on his own in an eastside location. Station is naming no successor for the time being.

now C. E. HOOPER says:  
"WCPO is FIRST  
in CINCINNATI"

NO OTHER HAS  
MORE LISTENERS

WCPO RATES  
1st IN LISTENERS

JULY 1947		WCPO		NETWORK STATION	NETWORK STATION	NETWORK STATION	STATIONS
HOOPER INDEX				B	C	D	E
TOTAL RATED		27.7		11.4	15.4	26.7	18.5
TIME PERIODS							
Sunday Afternoon		55.5		11.3	9.6	14.8	8.9
12:00 noon - 3:00 p. m.							
Saturday Daytime		35.3		5.3	12.8	21.3	25.3
8:00 a. m. - 6:00 p. m.							
Evening		28.4		11.2	17.5	25.6	16.9
Sunday thru Saturday							
6:00 p. m. - 10:30 p. m.							
Weekday Afternoon		24.5		10.0	14.1	32.2	19.2
Monday thru Friday							
12:00 noon - 3:00 p. m.							
Weekday Morning		12.5		17.6	17.3	28.2	24.0
Monday thru Friday							
8:00 a. m. - 12:00 noon							

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CINCINNATI POST

WCPO



## Radio Reviews

Continued from page 31

This edition, is an apparent need for just a little more preparation. The experiences of a city couple learning about country life can be equally amusing to urban and rural listeners, and certainly there must be enough happening in the daily life of the Klooses to load up a 15-minute segment. But in the caught sequence the couple seemed to be padding out their chatter, going into a little too much detail to sustain close listening. A few more diverse topics and a little punning up to the commentators would improve the item. As it is, it holds nice promise. **Dont.**

**CINDERELLA WEEKEND**  
With Floyd George, Bob Tyrol  
Writer: Harvey Bullock  
Producer: George Row  
Aad. Prod.: Bob Dugan  
30 Min., Mon.-Thurs.-Fri., 9 a.m.  
WTIC, Hartford

With its best foot forward, WTIC has taken a strong step in the right direction in tackling two competing a.m. shows. Strong aired Don McNeill's "Breakfast Club" and "Shooting By Radio" WDRS, at what this 8:00 a.m. station has turned its sights on. WDRS originally booked "Breakfast" with its giveaway show on the premise that it was a strong local show would be able to offset pull of a network airer. Now WTIC has come on the premise that it is a strong local show in two directions.

"Cinderella Weekend" is an audacious story, originating in a local bistro and strictly for the females. Each morning in a climatic contest is held for gals, with four winners in prize money. The contest is out on Friday for award of weekend in New York and all embellishments that go with it in this case, shows, night club, clothes, hotel rooms, etc.

Weekend is a guinea format for a show that is currently being peddled by VIZ, organization that strangles

manufacturer and merchandise awards for plugs on radio stations. It's a Cinderella fantasy with all assigned to start at the 10:00 hour of the midnight. A clock with an attached dial, the contestants of the minute hand being advanced for correct answers. At conclusion of show gal whose clock rates her out the latest wins right to appear in the show. **Ford.**

WTIC is also using the show to develop a couple of all-arounders. One of them, a young lady, is a show more by the ether. Given station a reserve supply of from blood at minimum cost. Both Bob Tyrol and Floyd George are hard and deserve all the accolade that can be knighted them. Their work, Show is a strong paced and is a fast half hour of entertainment. Climaxing the aud are plugs for each award presented with a cameo as to what the offer is. Production and scripting both good. **Eck.**

**FRED BENNETT'S 500 FOLLIES**  
With Joe Morin, Tony Rosence, B. West  
Smythe  
30 Min., Mon.-Thurs.-Fri., 4 p.m.  
KTSB, San Antonio

The San Antonio entry in the national disk jockey race is KTSB's Fred Bennett, who rides hard on a series of three daily programs. One heard Monday through Saturday, the other aired Monday through Wednesday.

Bennett's bag of tricks includes innovations which add a lift to the airings. Throughout the airings there are comments which make pleasant listening and tend to make the program something more than just a disk jockey.

On his "Merry Go Round" heard Monday through Saturday he creates the "soap opera" which asks the question, "Can Life Be As Good As It Is On The Radio," playing the roles of Sissy Waters, the girl, and the "Doomsday" to "Life" segment. Another, the "Winning" radio announcer and Red Upson, Australian Disk Jockey and hero pro. Also on the airings he is giving lessons on "How to become a disk jockey."

## Sad Saga

Continued from page 25

time, is also off, but is due for a fall reprise on Oct. 1, when it takes over the "Doomsday to Life" segment. Later show, also produced by Robson and which has been hailed generally as one of the better summer-time efforts, will return in the fall in a Sunday segment, "Roadshows of the City," slated out last week (23).

The Robert Q. Lewis half-hour cross-the-board program goes off, but Lewis, considered one of the potentially promising comics, will be showcased for 45 minutes each Sunday afternoon starting Oct. 5 in the 2-2:45 period, with the weekly news review being dropped to make way. CBS has already announced that Procter & Gamble and though the overtures were unsuccessful, the show regards him as a bait.

Meanwhile, CBS is still convinced it has valuable properties in the Bill Goodwin and Sweeney & March programs, which stay on, along with "The Blue Burrows, Saturday night 15-minute comedy program, "The Tuesday night 'Studio One' 60-minute dramatic show, opposite Fibber & Molly and Bob Hope slots, stays put.

Unpublished original story outlines will not be paid for and will be accepted only if accompanied by releases. If an unpublished original story outline is accepted, the writer will be paid \$1,000 for the completed script. Howard Teichman is script editor of the series and George Zachary is producer-director. Lyn Murray will conduct a 21-piece orchestra. The permanent cast hasn't been selected.

## ON TARGET



Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

**WEED** RADIO  
STATION  
AND COMPANY REPRESENTATIVES

NEW YORK-BOSTON-CHICAGO-DETROIT-SAN FRANCISCO-ATLANTA-HOLLYWOOD

Jockey in your own home." Program also features Prof. Mitsha Muchmore and his singing duck show, which is an unusual effect made by Bennett of speeding up certain transcriptions. There is also the "Burnett Barber Wire Recorder" which recreates the sound of a variety of scenes of the past and present.

On his afternoon session he uses the "Hearst" of history. The first correspondent and his little black and blue book. Criticism of the latest blues; H. Kall "Vernon, pseudo news commentator." The first session with "Good night" because he is the first to come to the time. F. Benary, celebrated pseudo French jingles personality, will be the first of up-to-date fairy tales, and the telling of up-to-date fairy tales, in which, as "Uncle Sam" says, "the Flying Saucers."

It all adds up to a fast-moving session of music and plugs, with Bennett Smythe as straight man for the jingles. Smythe is heard as commercial announcer for the many spot announcements woven cleverly into the various series.

Programming of disks is highly varied, with classical, symphonic, waltzes, classics and semi-classics to satisfy all types of listeners.

## Follow-up Comment:

Nedick's "Little Nick" jingles can be added to the list of hard-to-take radio shows. The show is highly memorable, but whether because they're so irritating or not, because of their frequency. The new New York listening area isn't clear. In any case, the shrill Little Nick voice is an ear-rose.

Tex and Jinx show was solid entertainment last Wednesday night (23). The show, which is a Building the stanza on the idea of going to the moon, is a good one. The radio voices, it was together a funny scene including Clarence Nash, his "Jinx" and "Tex" Duck characterization, actor Ralph Bellamy, the "Shooting By Radio" frequently plays on the air, and Jay Jolson in his Mr. District Attorney role. Spot was skillfully laid out and effectively performed. However, the badly framed panels, which were a letdown at the close. Beryl Davis, the final guest on the show, contributing a throbbing version of "Take Me Out to the Ball Game" and rapping script. The "Ingle in Berkeley Square" and "Mother, Mother" included. The B-M commercials, Miss Falkenberg blew her script out of the studio at one point when she mis-did-died a badly becoming a mother again.

## Ford Show

Continued from page 27

nals in every 15-week cycle, and eight name scribers have been commissioned to do them. They include Don Quinn, Carlton E. Morse, John Thelton, Milton Getzler, Norman Rosen, Arthur Miller, Bud Scherberg and Tom Boardman. Not all of them are expected to come through with stories. However, those who will be paid \$100 for a plot outline, plus \$1,000 for the accepted script. If any script is unusable, even by revision, the author will be paid \$1,000 and retain all rights to the material. In any case, the writer will retain subsidiary rights, but the sponsor will have repeat broadcast of all television spots, but will have to pay for such use. It's planned to pay more repeats.

Unpublished original story outlines will not be paid for and will be accepted only if accompanied by releases. If an unpublished original story outline is accepted, the writer will be paid \$1,000 for the completed script. Howard Teichman is script editor of the series and George Zachary is producer-director. Lyn Murray will conduct a 21-piece orchestra. The permanent cast hasn't been selected.

**Hartford Airs Longest Remote in Mich. Fight**

Hartford, Aug. 26—WTIC went to Flint, Mich., last Friday (22) to air its longest remote. Occasion was the world championship featherweight fight between Willie Pep, of Hartford, and challenger Jack Leslie. It was the only broadcast of the event and was carried solely to WTIC listeners. WTIC sent its sponsor, Bob Steele, to give the blow by blow description of the event. While at Flint, Steele earned his regular nightly "Strictly Sports" show giving the station two remotes from that city in the same night. Event is believed to be the longest remote in the history of New England radio.

## Petrillo-FM

Continued from page 24

been a sore spot between the FMA and the networks, with the webs taking the view a 1947. The FMA is also known to have blood in its eye against the webs, whom it accuses of secretly supporting Petrillo's FM pronouncement.

As a result, it was believed the FMA would come to terms with a strong statement of their own on the subject. Since Justice Dept. issued a letter from FMA's, a similar statement of facts will be sought from the webs and later on the AFM.

Peter Brown, acting head of the Dept.'s Criminal Division, is conducting the Petrillo probe with the assistance of four other justice attorneys. They have already examined Petrillo's testimony before the House Labor Committee.

NAB-FM exec committee's stand was hailed by ardent FMers in attendance as the first time NAB has really gone all-out to push FM with no holds barred. It was the first meeting of the group under new committee chairman Leonard Asch (WRCA, Schenectady) and with the new NAB-FM Dept. chair Arthur Stringer.

Committee declared FM "is not a separate and distinct service (as Petrillo recent averred) but rather an advancement in the art of broadcasting." NAB urged its committee efforts to make duplication possible and the AFM ban was the House contrary to public interest.

NAB group asserted that since the use of merely better service of transmitting AM shows, neither the charging of premium wage scales nor the employment of duplicate AM and FM program and production personnel was "economically justified."

Committee recommended a survey of current practices among FM stations; encouragement of more extensive daily schedules than the minimum six hours required by FCC, and development of a "radio device to measure FM set ownership in a given area. Committee also wanted all NAB material distributed to members scrutinized to see that it applied to FM as much as AM.

NAB reported it has set aside one evening session during the upcoming Atlantic City convention at which Mel Edwin F. Armstrong, FM inventor, will demonstrate his new relay system for connecting stations.

FMA Burns Nets  
Meanwhile, these were the other developments: The nets are still burned up at strong-arm tactics of FM's. Asch can be expected to put up strong anti-Petrillo front in their talks with Justice Dept. this week, which is reported. They may have a second statement to this effect.

FCC, which has been following the Petrillo fight closely, could get in on the act by calling a general hearing on the progress of FM. However, in view of the absence of three commissioners and a heavy schedule for the next two months, this move is unlikely. An FCC spokesman pointed out that Petrillo's activities are well-known and Justice Dept. can act more swiftly, if punitive action is necessary. He said, however, such a hearing would bro-

ably clarify the networks' attitude toward FM and, in this respect, was a step in the right direction.

Petrillo's reversal on FM, according to other industry reports, was made in 1947. At that time Petrillo might try to double present royalties as price of permitting AM-FM duplication. But this time, it was believed industry would cooperate fully with Justice Dept. to forestall this action.

## No Violation Yet

4. Lawyers here point out that statement by Petrillo that webs cannot duplicate is not in itself a violation of featherbedding bans in the Lea and Traft-Hartley Acts. The music czar would have to call a strike on a station which was duplicating in an effort to violate the law. On the other hand, he might merely throw a picket line around a station, which employed no local musicians, and thus violate the law. Shows. This conceivably could start a new round of litigation on "right to picket" under the Lea Act. The Supreme Court did not rule on the constitutionality of the Lea Act as it might be applied by picketing and other constitutional guarantees on free speech and free assembly.

## LAMPING CHECKS IN AT RADIO MOZAMBIQUE

Johannesburg, Aug. 12—Frank Lampard arrived here this week to take over management of radio division of Daimonville, near Meyer, representatives of Radio Mozambique in this area. Lampard, a one-time, was associated with Meyer in London, running Radio Normandy. Most recently he's been the British West Indies, laying the groundwork for a new station, Radio Trinidad, Port of Spain.

Interest in the British South African market on the part of advertisers, through use of Mozambique in Portuguese East Africa, is on the increase. Longines last week booked for one of its time signals.

Marion, O.—Sanford Marshall, staff announcer, has been promoted to program director of WMRN, Marion.

Heard by most...

Preferred by most in the BUYING Ark-La-Tex

Write for Availabilities

## Philly Band Maestro, Dairy Expert, Contracted to Do Farm Program on KNX

Philadelphia, Aug. 26. Ted Steele, former orchestra leader and Tin Pan Alley luminary, recently retired from show business and settled down on a farm near New Hope, Pa. Last week, he agreed to do a farm program over K'W.

Steele, however, is no Johnnie-come-lately with agriculture. He was raised on a dairy farm near Belmont, Pa., and has maintained a constant interest in farming while making a name for himself in show business.

Commenting on his K'W program, which began Monday (25) under the title "R.D. 1000," Steele said, "It is my ambition to put on a farm program aimed at the rural communities around Philadelphia—both new and old, agricultural reports of weather bulletins."

Steele, who recently turned 30, bought his first farm in 1939. This is 1000; another one at Pearl River, N. Y., in 1941, and still another at Parkside, Pa., in 1944. Steele also has a home in Solebury township, Pa. He said his principal interest in the new farm will be the raising of purebred Guernsey cattle.

Steele recently concluded an eight-week engagement at the Knickerbocker in the "Smoke Dreams," the theme for the Chesterfield Supper Club, and his arrangement for Perry Como's platter of "Temptation" sold over a million records.

Further zing was put into farming in Philly last week with WFIL inaugurating a special farm service on current fruit, vegetable, egg and poultry market reports and prices on a p.m. news report.

At the same time, it was announced that Amos Kirby, WCAU farm editor, is making a tour of the county fairs in the Pennsylvania, southern New Jersey and Delaware areas, making wire recorder pickups for his "Rural Digest" show.

## Towers

Continued from page 26

Quarrie Network signed for two 13-week segments of the "Celebrity Series" at \$40,000.

Towers also disclosed that he recently obtained exclusive world radio rights to the Abbey Theatre of Dublin, that he will platter a dramat series with the group, waxing the towers at the theatre, that he has formed a New York company and will open offices in Gotham in the fall, and that he expects to form a Towers of America outfit to package and sell plattered programs in this country. Plans call for "full-fledged production" operations in the U. S., he said.

He flew back to London Saturday (23), but said before leaving that he expected to return to N. Y. early in the fall. Towers also has branch offices in Paris, South Africa and Toronto. His Noel Coward show, which the playwright-composer plattered in French as well as English, goes off on the French radio Oct. 7. Towers carried home a waxing of the first of a disked drama series starring Chips Rafferty, titled "The Sundowner." Show already has been sold in Australia and will be offered in other parts of the empire. Stanzas is being directed by Peter Finch w.k. Aussie film director.

Rafferty, who jumped to fame in "The Overlanders," is under film contract to J. Arthur Rank.

Towers sold his "Secrets of Scotland Yard" series starring Clive Brook to the Major Network, based in Melbourne, on a 32-week basis. He sold station 2UE, Sydney, his "London Playhouse" dramat package and also an experimental, 15-minute weekly "Show Business" series, 50% of which is being recorded in London, the other 50% in Hollywood. Stanzas is "mostly interviews."

The New Zealand National Broadcasting Service bought Towers' complete service and will make the shows available to sponsors, the package reported.

Regarding the Abbey Theatre series, Towers said that while most of the production would be undertaken in Dublin, "part" of it would be produced in the U. S. He declined, however, to elaborate on this, other than to say October was the starting date.

Detroit—Jack Caffman has been appointed back at WQXY (ABA) to succeed Jim Queffo, who recently switched to WJR (CBS).

## Ben Grauer to Tokyo

Ben Grauer "planned out" Monday (25) for Tokyo, to be gone two weeks. He's an NBC staff man and the trip is to gather background material, and possibly broadcast.

His presence in Tokyo will coincide with V-J day (Sept. 2 there, but a day earlier here). He was at the Paris peace conference the same date a year ago. He's due Sept. 8 back in New York, taking five days for the return flight.

In order to make the trip, Grauer begged off the final two broadcasts of the Alec Templeton summer replacement series and will miss the season premieres of the Walter Winchell show and the NBC Symphony. However, he'll join them on his return, and will also add the new Perry Como program for Chesterfield, starting Sept. 8. During his absence a sub will handle his late Saturday-Sunday evening news spot and the "Home Is What You Make It" stanza Saturday afternoons.

## Alka's 300G Spurge

Chicago, Aug. 26. Alka Seltzer has extended the coverage of its "News of the World" on NBC to the complete network on Tuesday and Thursday as well as Monday, Wednesday and Friday and will repeat the program to the Coast.

NBC's additional revenue from the expansion figures \$300,000 a year.

## Fire Prevention Jingles

### Newest WNEW Wrinkle

WNEW, N. Y., indie that's been prominent in developing spots to promote public service (on safety, tolerance, yet insurance, etc.), will do a series of spots on fire prevention. Series of six jingles, of half and full minute length, will be launched during Fire Prevention Week, Oct. 2-11, but will continue on the station afterwards.

Station is also offering the spots for distribution nationally to other stations. Jeff Seiden is scripting the jingles, with Roy Ross doing the music and Ted Cott, station's program director, producing.

## Hudgens Upped at KNT

Des Moines, Aug. 26. Don Hoffman, manager of KNT, Des Moines, has named Joe G. Hudgens promotion manager of KNT. Hudgens was promotion manager of the KNT Radio Theatre last year and before that was commercial manager of KORN, Fremont, Neb.

Taylor has been named Public Relations Director of Trinity Univ., San Antonio.

Raleigh—For owners of FM radio in and around Raleigh, WRAL began a new series of symphonic programs this month.

though charts should be black on white, since the average viewer practically has to put his nose in the set to see their present markings.

WNBW's blurb says that comedy touches will be added later by a series of "Dancing Dorks" which will indicate, by exaggeration, common dancing faults. Show is good watching and should succeed in getting viewers out of their chairs and in the swing. Technically, stunt was marred by the blinking effect resulting from shift of camera from distance to closeup shots and vice versa. Commercials were adequately handled by shot of a radio-come unit in which rhumba disk was playing.

Program was produced under general supervision of WNBW program director John Gaunt.

## TEEN TOWN

With Marguerite Stevens, Germaine Golda, Marianne Brandt, Duane Tobin, Sue Nierman and Dan Little

F. producer: Eulach Karney  
Writer: Marguerite Stevens  
15 Min., Tues., 7:30 p.m.

## Sustaining

### WBRB, Chicago

This is a 15-minute, once-a-week series of programs, concerned with the "teen" audience. Format consists of a dramatized skit after which three teenage jurors discuss problem presented. Jurors are fed questions by Miss Stevens, who writes the show and acts as moderator. Basically, writer had a good

idea for television, but missed the boat with repetitious, corny remarks about phone etiquette and how wrong it is to use other-people's cosmetics.

In stanza caught, triple episode revolved around sloppy, fast-wearing, gabby miss who ties up the phone morning about her favorite crooner. Young sis loses out on opportunity to meet singer but not getting dressed in time to go to crooner's supper club. Momentous problem, presented to young jury, was whether or not older sister should have told her about club before hand and whether it was right for junior miss to use phone to excess.

Program was produced on minor situation trying to make it appear vastly important and failing by overacting. In the question and answer part of the show, jurors couldn't think of appropriate comment and repeated themselves constantly. Scriber is not good material as she accentuates facial expressions. Only cast member who impressed slightly was kid sis, Germaine Golda.

Camera work was not too good, with the pictures blurred in many frames. While setting of teenage bedroom was adequate, "teen scene," contrast was poor with light dresses not showing up well against white background.

Des Moines—Gene Miller, sports broadcaster for KCRG, Des Moines, is joining WFLC, Detroit, soon.

## "CLUB 15" originates at KNX



## ... so does "Johnny Murray Talks It Over"

It pays to pamper your radio program. And that's just what happens at KNX—CBS in Hollywood—where your local radio show gets the same royal treatment as the big CBS coast-to-coast programs.

For example, take Club 15 and Johnny Murray Talks It Over. Club 15 is Campbell Soup's famed five-week carnival of song. Its roster of stars is almost as long as the list of Campbell's tempting varieties. There's Bob Crosby, Margaret Whiting, Patti Clayton, The Modernaires, Jerry Gray and his orchestra. And, of course, Club 15 goes coast-to-coast.

Johnny Murray Talks It Over is aimed at Southern California only. Its star, Johnny, has a knack for turning current magazine articles into sparkling conversation pieces. And KNX makes sure that every minute of it gets net work quality production. The same technical facilities and KNX staffers that serve cross-country shows like Club 15 are at the command of Johnny Murray Talks It Over. The result... Johnny's sponsor, Smart & Final, Ltd., has renewed his program for the 8th year.

If you want your sales messages to make a good impression in Southern California, call us or Radio Sales. We'll have KNX program specialists give your local show a big-time radio grooming.

**KNX** LOS ANGELES • 50,000 WATTS

COLUMBIA OWNED

# Disk Artists Go Through Era Of 'Interpretations'; Lots of Copying

Recording business during the past couple of months seems to have been developing a new trend. During the period before the war the artist seemed to carry the most strength and to a fair extent could sell disks even with a bad or even a mediocre song because the main item and even the most powerful performers on disks could be counted on. Now, it seems, the interpretation of a particular tune has the upper hand and apparently both recording artists and talent are going along with it in the mind.

In the years since the recording business came out of its big slump, back around 1938, if an artist and company turned out an hit, the artist and manufacturers would try to better the performance via different arrangement. Today, when an artist hits with an interpretation other companies and artists do their best to record songs as closely as possible on the original. There are examples: "Peg O' My Heart" as done by the firmament of vocalists labels, and "I'm a Fool" almost a day. Followup cuttings were in almost the same time despite the fact that the song as originally performed years ago was slightly up tempo. Another case was RCA-Victor's attempt to duplicate of "Jiminy Glick" which was actually a copy of the original. Capitol overlooked loudly. Latest is the obvious attempt by various labels to copy as nearly as possible Francis Craig's interpretation of "Near You" for the Bullet label, which recently was a copy of the original. As almost as copy as possible, by comparison with his past performances, is to Alvin Karp's version of "Capitol."

## Monroe Cracks Mark

Pittsburgh, Aug. 26. Vaughn Monroe, who's been doing it pretty handily for a long time, has been through the Pennsylvania territory, ended his most recent trip (22) to the territory, and returned at Hershey Park, Hershey, Pa. Monroe played to 7,790 admissions and took \$6,340 in the first half of the night's \$6,000 haul.

# 10 Best Sellers on Coin-Machines

1. Smoke, Smoke, Smoke (5) (American).
2. Temptation (7) (Robbins).
3. Peg O' My Heart (14) (Robbins).
4. That's My Desire (20) (Mills).
5. When You Sweet 16 (8) (Chappell).
6. Feudin' and Fightin' (5) (Chappell).
7. Chi-Baba (13) (Oxford).
8. I Wonder (11) (Robbins).
9. Tallahassee (3) (Famous).
10. Across Alley Alamo (15) (Capitol).

## -Coming Up

- Lady From 29 Palms (Martin).
- I Have But One Heart (Barton).
- 1 Wonder Who's Kissing Her (E. B. Marks).
- Come to Mardi Gras (Southern).
- Apple Blossom Wedding (Shapiro-B).
- Fury (Burke-VID).
- Happy On Down (Criterion).
- When I Write My Song (Exclusive).
- Ask Anyone Who Knows (Witmark).
- Beep Beep (Famous).
- Clothes (Bourne).
- Echo Said No (Lombardo).
- I'm So Right Tonight (Leeds).
- On Old Spanish Trail (Maurice).
- As Long As I'm Dreaming (Burke-VID).
- Old Devil Moon (Crawford).
- On the Avenue (Leeds).
- I Want To Be Loved (Paramount).
- Pancho Hernandez (United).
- (Tex) Williams...Capitol  
Phil Harris...Victor  
Ingle-Stafford...Capitol  
Harmonicas...Vitasconics  
Three Stars...RCA-Victor  
Frank Laime...Mercury  
Sammy Kaye...RCA-Victor  
Perry Como...RCA-Victor  
Milly Brues...Capitol  
Dorothy Shay...Columbia  
Tex Beneke...RCA-Victor  
Perry Como...RCA-Victor  
Eddie Howard...Capitol  
Eddy Howard...Majestic  
Tony Pastor...Columbia  
Crosby-Andrews...Decca  
Mance-Pied Piper...Capitol  
Milly Brues...Capitol  
Woody Herman...Columbia

## New Policy

Dallas, Aug. 26. A new policy has been inaugurated here by Shawland. Instead of coming in at regular intervals, a house band has been organized and band leaders will be secured by the show.

George Frazier, show leader will be Roland Drayer. Ralph Wingart will be arranger for the band and will be assistant conductor.

## Medicine U.S. Pop Songs Noted by Kapp

Back on the Queen Mary Mondar (25) from two months' travels through England, Holland, Belgium, France, Switzerland and Italy, Jack Kapp, president of Decca, was struck by the general European reaction to the medicine of America.

At least that's what the music men in the respective capitals told him. Similarly the record business in each country is limited, this time because of the war in Europe.

Chiefly on the production side. Queuing up for records is as matter of waiting in line for food, clothing or other rationed necessities. Queueing up, in fact, is the only thing that is rationed.

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# Disks, Jukes and Disks

By George Frazier

George Frazier is still tired. He's extra on vacation. He's still tired. He's extra on vacation. He's still tired. He's extra on vacation.

By Jim Lombardy (VHAs, Louisville)

So the jerk...er...er...er writes and says... "You're never seen such an egotistical ham. Your efforts are actually pitiful. Quit bragging and shouting in my way up. You're lost practically all your listeners, and you need all you can get."

Another listener said in rebuttal... where does the guy think all the letters come from—Santa Claus? Meanwhile, another epistle shows up on the very same day, and from the same distant city. This writer has different ideas on the subject. He says... "You're the greatest... the best... a disk man ever to hit the show."

It happens every day. If a guy were neurotic he would flip it away for sure.

Another friend (7) follows up a humorous fictionalistic Garlic Week article with the comment: "You don't need Garlic Week, you smell enough without it."

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extra hours making with the cor-... response... listening to new disks, among other things. Which brings us around to the whole idea of the jukes. That's usually the whole idea of a disc show. (No, I'm kidding)

A lot of gripes have been flying around here. It's been the past few months. Complaining is not the main pitch here, but I'll get around to a few things before rolling it in the hangar. First, a happy note. A word of commendation for the work of record companies today. Things are decidedly improved over conditions of a year ago. At least as far as this particular area is concerned. All from the old of the slingshots most in demand actually get here now. Just a couple of gripes—some of the surfaces are still lousy, and even the top of the disk is still lousy. "em off-center, which kills 'em dealer than the proverbial double-edged sword."

Now a look at what gives jukes and jazz in this area.

First, the jukes. It is commonly termed the Gateway to the South. From here down you're in up-hill country. In all things are good, but they are few in comparison with those in other sections of the U. S.

Luckily some of the boys are able to do it. They deserve laudation, but they aren't getting it. A well-known trade magazine recently wrote a column on the subject. Of course you can always find its disciples here and there, both in the jukes and in the jukes, but they are few in comparison with those in other sections of the U. S.

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## Inside Orchestras—Music

Hasle late last week between Tommy Dorsey and Benny Goodman, on the set of Sam Goldwyn's "A Song Is Born," during which T. D. Dorsey and B. G.'s records were played. It was a surprise, but not surprise. There's been little love lost between the two maestros for years, before they both became bandleaders as a matter of fact. The argument was made T. D. Dorsey was more expensive than it actually occurred was attributed to studio backs, who saw in the battle a windfall of unexpected publicity for the picture. It was made T. D. Dorsey was more expensive than it actually occurred was attributed to studio backs, who saw in the battle a windfall of unexpected publicity for the picture. It was made T. D. Dorsey was more expensive than it actually occurred was attributed to studio backs, who saw in the battle a windfall of unexpected publicity for the picture.

Thomas G. Rockwell is not factually the owner of all the capital stock of the Artists Circle. He is not factually the owner of all the capital stock of the Artists Circle. He is not factually the owner of all the capital stock of the Artists Circle. He is not factually the owner of all the capital stock of the Artists Circle. He is not factually the owner of all the capital stock of the Artists Circle.

"Body and Soul." Johnny Green-Edie Heyman tune written 20 years ago, is top pop country ballad according to disk jockeys, in a poll taken by Barry Gray, editor of the front page of the "Billboard" a week ago. Originally, Green and Heyman couldn't get to first base with the tune with U. S. publishers; they sold the English rights to Gertrude Lawrence who plugged it to popular success. A year ago it was introduced on Broadway by Libby Holman in "Three's A Crowd."

Sharon Hotel, Chicago, formerly the Continental, switches back to band policy in the New Horizon Room, Sept. 8, Inc. recently taken over by the Sharon chain brings in Joe Vera's orchestra with Evelyn Newton.



## Bands at Hotel B.O.'s

EDWIN SILVERMAN WILL J. HARRIS  
JACK BELASCO CHAS. A. HOGAN  
PAT LOMBARD

at Jerry Jones ballroom in Salt Lake City next Monday (1).





# N.Y.'s Yiddish Bistros May Swing To Name Policy to Survive

The Yiddish literies on the lower east side of New York may change their entire modus operandi this fall. Start in New York is to be made at Jack Silverman's Old Romanian. Silverman is currently in Saratoga Springs and is expected to make bids for 'Yiddish name talent when he returns next week. He is considering Mely Ploos as an initial starter under the new policy, and may follow with other names from Yiddish legit big names.

The lower east side cafes, like their uptown counterparts, have been hit during the current economic lull. Business in most of the city's nightclubs including the Rainbow Inn has been very low.

While in that predicament, they claim, have a peculiar problem, particularly in the Old Romanian where there are no paid acts, no showgirls, no bottles. Few residents of that area can afford the \$4.75 tag for a steak dinner and \$1 for drinks. Consequently, they have to draw on Jewish patronage from other precincts.

In going after the important spenders, the clubs have to compete with the uptown bistro, which is the greater part of the patronage are the cloak-and-suiters, who are also an important factor. Consequently, it's felt that since they must go after the same customers, they should even out the names just as the midtown spots are doing.

However, the downtown operators will only use top budgeted talent as a last resort. They know that once they start on name programs they have to continue this type of thing because patronage will thereafter expect a continual flow of names or acts to elsewhere. If they are to have a chance to do normal business with the medium priced talent, and unless business drops to the point where grosses are below the breaking point, they'll try to get along without expensive acts.

## LATIN QUARTER, BOSTON, PACTING TOP TALENT

Mickey Redstone, operator of the Latin Quarter, Boston, now closed for the summer, has signed Eleanor Powell for his opening show. Redstone plans to continue the name pact with Martha Raye, who is to go on Oct. 12 and Ted Lewis following Nov. 2.

Redstone also owns the Mayfair, Boston, which has been shuttered for sometime. Plans for that spot are indefinite. However, it is felt that if Redstone is guaranteed sufficient name talent for both spots, he'll reopen the Mayfair as well.

## Baseball Opposch Suk Crabbe's Water Show

Albany, N. Y., Aug. 23. Buster Crabbe's "Hollywood Water Parade" had an unbreakable four-night engagement last week at the Mid-City Pool. Lack of publicity cost him one of the top names. A late in his modest-size newspaper advertisements four days before opening champagne bubbled. There was little other advance publicity.

The first night audience did not number more than 75 (see page 43, top). Show also ran into terrific opposition from an exhibition ball game, a black and white movie at the Stadium, between the Albany Eastern league club and the Pittsburgh National league team.

Crabbe told Variety: "I decided to give Albany a trial with a water parade, but the attendance figures indicate it will not support one in the baseball season at any rate. I'm in an eight-week battle with pictures. I expect to take out a show, with 100 swimmers and divers, for the Albany Eastern Assn. in the fall, playing the big spots. The AMA will take care of publicity and all other in this tour. Wheeling, W. Va., was Crabbe's show in the first four weeks. Shows will close in Erie, Pa., and Long 17 people here (two acts were sold). The 'Follies' pleased those who attended."

## N.Y. OFPA SETS NEW SHOW

Completed bill for the Copacabana show headed by Ted Lewis, starting Sept. 11, will include Maria and Florio and George Tappes.

## New Sonja Henie Iceer Preems in Indpls. Nov. 12

Indianapolis, Aug. 26. Sonja Henie's 1947 "Hollywood Ice Revue" will preem in Indianapolis, Nov. 12, for a 17-day run at the Coliseum.

St. Louis has been added to this tour, which will include Chicago, Detroit and New York. Show will be put together in Chicago and come to the Coliseum for its dress rehearsal.

## Como's \$87,600 Chi Gross; Pockets 29G Plus \$2,000 Bonus

Perry Como ran an unusual situation at the close of his week at the Chicago Theatre, which marked the end of his summer theatre tour. In on a guarantee and bonus, he drew \$89,000 out of an \$87,600 gross for the week—and on top of that was given a \$2,000 bonus. Letter we give him by the management because the picture Metro's "Cynthia," ran 96 minutes, thereby preventing Chicago, which on top of that was given a \$2,000 bonus. Letter we give him by the management because the picture Metro's "Cynthia," ran 96 minutes, thereby preventing Chicago, which on top of that was given a \$2,000 bonus.

Como played six weeks of theatre and a half week at the Steel Pier, Atlantic City, on his summer tour and earned himself a total of \$142,500 in record figure for his pinas. In addition to the \$142,500 out of Chi, he got some \$27,000 out of Cleveland, \$26,500 out of Boston, and \$12,500 out of Chicago. Added to that was \$40,000 for four weeks at the New York Paramount, an estimated four-year contract which originally called for \$4,000.

Como opened last night ("Tuesday") at the Chicago Theatre, which he called which also was an old contract, calling for \$1,000 weekly. He fulfilled the contract for a favor to launch the spot on its fall season than because of the commitment. His date at Daley's incidentally, has brought General Artists Corp. on his general requests for dates on him from similar clubs.

## 'NIGHT PAGEANT' WILL SPARK CAL. STATE FAIR

Sacramento, Aug. 26. California State Fair opened Thursday (26) with a special title "Night Pageant," staged by Alan Dwan.

Hollywood names here for the opening include Marilyn Maxwell, Jack Holt, Sonny Tufts, William Breston, and the "Hollywood Water Parade." The show was staged by Eddie Bracken, Butch Ives, Helen Walker, Michael O'Shea and David Smith.

## Marie McDonald Ankles Neriety Date in Billing Row

Chicago, Aug. 26. Marie McDonald, who had walked out of her date at the Latin Quarter because of a disagreement with the show, was scheduled to appear tomorrow (27) for two weeks. Buddy Lester, comic set, for same show, was scheduled to appear tomorrow (27) for two weeks. Buddy Lester, comic set, for same show, was scheduled to appear tomorrow (27) for two weeks.

McDonald had also insisted on doing two shows a night instead of the three which is regular schedule at the neriety.

## Moon Cancelled

A full moon over the Dominican Republic's horizon has cancelled the show scheduled for Cindie Rodriguez, jiljo, capital of the Latin American republic, slated to start tomorrow. Rodriguez, who had been expected to appear of a full moon in that area is regarded as a warning for torrenstic downpours, making the event impossible.

Edy Manson and Marjorie Welles, who were slated to appear on the date, were consequently cancelled out.

## FRANK MARLOWE "THE FALL GUY"

Currently week August 28 at the RKO Roxy, the show added attraction with Louis Prima and his orchestra.

Returning to the Strand, New York, week.

Mgt. Singer & Tishman, 701 Seventh Avenue, New York.

## Fishman Sues Glaser For Commission Split On Ruth Etting Dates

Hollywood, Aug. 26. A suit asking for accounting and commissions allegedly due as partner in agenting return to business of Ruth Etting, songstress, was filed in superior court here against Joe Glaser, of Associated Booking Service, by Ed Fishman, of Capitol A&R.

In the complaint filed by Irving Cohen and Harry Plattner, attorneys, it is alleged that Fishman, as person who arranged Miss Etting's return from retirement, was to share in commissions on bookings after turning her over to Glaser. Added cause of action is alleged in similar nonpayment of commissions due on bookings of Rudy Valley.

With the booking of Tommy Dorsey for the Capitol theatre, N. Y., Ed Piermont, broker for the Metro-Magid, has a sufficient number of headlines to go beyond New Year's. He is slated to head the Christmas and New Year show at that spot. He'll follow the Paul Whiteman show at the same place.

Other shows booked for house include Frank Sinatra, who'll go with Skitch Henderson, and two other acts still to be signed, starting mid-November: Dave Ross, Gene Krupa and the Bill Robinson variety. Latter will follow current bill. Piermont has also set Tex Beneke and Xavier Cugat for next year.

## Saranac Lake

By Harry Benson

Saranac Lake, N. Y., Aug. 26. Al Pinard, Jr. former minstrel and vaudeville star, who had been in the lodge and milled many of the old time acts, was here.

The Benedict Webers motored in from Philadelphia to visit Dickie Egan, who had been in the lodge and milled many of the old time acts, was here.

Frank (RKO) Scheffed popped up plenty by visit from brother and his sister on birthday last night. Sam Okun, another, all agree over the balance of the season.

Sam (RKO) Lefko, who took leave to beat the rap, has been released and returned to Philadelphia to resume work.

Frank (RKO) Scheffed popped up plenty by visit from brother and his sister on birthday last night. Sam Okun, another, all agree over the balance of the season.

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## National AGVA, Philly Local in New Flareup on Confab Delegates

### Paris Cafe Date, P.A.'s In Works for Lena Horne

Lena Horne may play the Monsigneur, Paris, late this year. Music Corp. of America is negotiating a deal to have the singer play for eight weeks of vaudeville in London, make some recordings abroad and follow with Paris next date.

She's expected to sail for Europe sometime in November.

## Agcys. Claim Profit Despite Lean Summer

Despite the fact that nightclubs have just completed one of the worst summers in many years, talent agencies claim to be reporting one of the best seasons in some time. An important factor in the increased income is the sharp decline of medium priced acts.

Until the summer, performers were making \$750 a week, but are now being paid on a per cent basis, or else laying out.

However, with the slack of trade, the artists are taking lower salaries. In many cases, less than half of what they were getting.

Another factor contributing to the upped income is the increasing demand for the talent. The talent agencies have been able to supply all bonifaces that would like to play the top acts. Salaries for these performers are still on the increase and will continue to go higher until more acts are booked for the fore.

For example, Lena Horne, who is getting \$6,000 at the Copacabana, N. Y., has been offered \$8,500 at the Town Casino, Buffalo. Carmen Miranda, who worked at the same spot for \$7,000 is getting a reported \$9,000 at the Chez Paree, Chicago.

Mike Berle, whose career has been a steady climb, was set at \$7,500 plus a percentage of the take over \$42,000, could go back on a 10-20 percent contract.

In all these instances, operators are glad to shell out the topped salaries as these names mount a sizable increase in business and a probable operation. Since the take decreases, the operators are not taking any outbidding each other for the top bracketed performers.

Consequently, the agencies fortunate to have a healthy roster of names are hitting the highest takes in the fate department's history.

## TOWN CASINO, BUFFALO, REOPENING SEPT. 6

Harry Altman, operator of the Town Casino, Buffalo, has signed the three Suns for the preem layout starting Sept. 6, and will follow with Lena Horne, who's been set at \$3,500.

The rest of the layout will include Eddie Schaefer, who's been set at \$1,500, and the Shogard Trio, who's been set at \$1,000.

Altman has also lined up the New Vagabonds and Monica Lewis for his Nov. 6 show.

## 'Water Follies' Pays Tab Of Toledo Civic Festival

Toledo, O., Aug. 26. Gross receipts from Sam Snyder's "Water Follies" of 1947 were sufficient to cover all expenses of the 11-day civic festival at the Toledo Aqueduct, which cost \$25,000, according to Robert A. Strass, secretary of the civic committee which sponsored the event.

The Aquasura was underwritten by localities for \$65,000. The profit was split over to the city and the city's charitable institutions.

The festival was one of the estimated that 10,000 persons, parading in various events, and 60,000 attended. Paul Spore, Toledo mayor, was given credit for the festival, which was a celebration, which may become an annual affair.

## Jurisdictional dispute between Philadelphia local of American Guild of Variety Artists and national AGVA, fast moving in the parent body of the talent union

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# CARNIVAL of BOX OFFICE STARS!

"To all performers of high or low degree, or of whatever professional station, betake yourselves to the corner of 51st Street and Eighth Avenue in the Borough of Manhattan . . . and there learn some of the secrets of the ancient and honorable art of buffoonery . . . This is a special course of instruction, made possible by Dean Nicole Blair. To the Johnny-come-late-ys of Broadway, those third rate comics who have been masquerading on Broadway, I suggest that they run, not walk to the Carnival! Assembled on one floor are four exponents of four different comedy techniques. Holtz is the master story teller; the self-assured, laudatory type of comic. Wheeler is the abashed little fellow who tells his jokes furtively; Patsy Kelly is the shrewd adult comedienne, who is the mistress of timing; Diosa Costello is the bouncing Latina who possibly is the best straight-woman roaming the national stages. . . I urge Johnny-Come-Lately to sit back and find out how it is done, and then go out and open the manners of their elders and superiors. Haydnish Patsy Kelly was the first to blast the show wide open . . . Patsy really stopped the show cold. . . Holtz and Diosa tied the show in a knot. . . Patsy Kelly and Barry Wood had whipped the show into a pulp. . . then Holtz slaughtered them. Diosa Costello and Holtz rocked the place and for good measure Diosa stopped the show all over again on her own. . . Bert Wheeler went to work on an audience that had apparently been drained of laughs, and what he achieved was a little short of miraculous. Wheeler rolled them in the aisles. . . The message is as old as the hills . . . there is no substitute for talent."

ED SULLIVAN, Daily News.

"There was Carnival in the air and spirit in the Carnival. Mr. Holtz, a brooder, of 18 Karat dimensions. . . Mr. Holtz as an interpreter of Diosa Costello's Spanish garrulities as hilarious and delightful an entertainment as you will find anywhere. . . The diminutive Bert Wheeler was cute and whimsical and appealing as ever. . . confirmed a long conviction that here is a true artist in every sense of the word. The dynamic Diosa Costello . . . the irrepressible bawdiest dead panned, sorrowful-eyed Patsy Kelly, the handsome burlesque and sturdy straight man, Barry Wood, all fitted neatly into a pattern of solid entertainment to be enjoyed to the last drop of a pun, the final note of a parody."

LOUIS SOBOL, N. Y. Journal-American.

"Nicky Blair . . . presented a company of laugh artists and, to give a one-word critical opinion, I say they're a wow. . . I can't remember laughing more heartily during the past season than at the drooleries and superb story telling of Lou Holtz and the combined antics of Bert Wheeler, Patsy Kelly, Diosa Costello and Barry Wood. Diosa does her specialty of torrid Latin American singing and reverse bumping and Barry sings some popular favorites with professional styling, but they also enter into the slapstick spirit of the show with some priceless lines and actions. Holtz . . . is an old hand at directing comedy, as a ringmaster would present his attractions. He gets things off winging. . . Later, Lou returns to tell his stories, keeping them clear enough not to worry the family trade. Bert Wheeler works more on the stooge end, appearing in the balcony in disguise to drive a woman nearly to hysterics and working with a bonafide stooge to secure laughs in other bits. Patsy Kelly comes on as Barry Wood has finished. . . Together they sing. . . In between the lyrics they manage some of the funniest comedy of the year. The artistry of Diosa Costello has long been established."

ROBERT DANA, World-Telegram.

**LOU HOLTZ**  
Per. Mgt.: WILLIAM MORRIS AGENCY

**BERT WHEELER**  
Opening Soon Alex Yokel's "BENCHWARMER"  
Per. Mgt.: JACK DAVIES

**DIOSA COSTELLO**  
Per. Mgt.: GAC

**BARRY WOOD**  
Per. Mgt.: JACK BERTELL

**PATSY KELLY**  
Per. Mgt.: JACK BERTELL

Currently **8th SMASH WEEK**  
**NICKY BLAIR'S CARNIVAL, NEW YORK**

## Atlantic City Readies for Swan Song; Race Meet Under '46, Nitery Biz Dived

Wednesday, with winner to be selected the following Saturday. Year round amusement spots hope for a good off-season from 172 con-

Atlantic City Racetrack closed Saturday (23) after second 21-day meet of season somewhat under last year in attendance and take. This was because the 1946 meet had slightly better dates, 24 summer days and 18 fall days as against 21 spring and 21 summer days this year. Attendance in 1946 totalled 562,820 and the handle \$50,642,114—4,011 more patrons and \$3,564,439 higher handle

Handle for this year was \$4,077,675 with 558,809 attending. Track's, gross at six per cent of take was \$2,825,900 with \$291,000 in breakage to total \$3,116,000. State's cut of four per cent or \$1,883,000 plus \$63,000 breakage or a net of \$1,946,000.

While it is too early for accurate check, reports are that the season has been better than average, excepting niteries. Hotels have been filled to capacity all season.

## Acts Up Biz In K. C. Niteries

Kansas City, Aug. 26.

Vaude virtually expired here when stage shows were discontinued at the Tower theatre. However, the yen for entertainers is not dead, as a number of clubs are finding out much to their benefit.

Two downtown spots, which usually play only bands through summer, have added acts, and its paying off. The Drum Room of the Hotel President has the Leon Mandrake Magic Show. Teamed with the Gene Eyman orch. Mandrake is

Terrace Grill, Hotel Muchlebach's supper spot, has Monica Witni, singer-pianist, and Bobby Meeker

Flesh will get its big chance later this season when John Antonello and Jimmy Nixon get their Sni-A-Bar Gardens going as a deluxe club on the outskirts of town. Name bands and acts are to be featured there.

A number of downtown clubs are angling to bring in acts which have clicked in the outlying clubs. Herb Cook tops shows at the Hotel Lee. Putsch's 210 Club has Vic Colin and Kay Hill, and Sharp's Club has Charlotte Mansfield. Margie Ricard, songstress, and Judy Conrad band hold sway in the Crown Room of the Mayfield Hotel.

Summer biz, especially at bars, is nothing to brag about. But those having entertainers keep biz from a deeper sag, and a number of clubs may even go for increased budgets for their fall and winter shows.

## Tracy Planing to London On P.A.'s, Disk Deals

Arthur Tracy, the Street Singer.

Tracy, a longtime fave in England, will also survey chances of taking

some coin out of the country. He is reported to have around \$100,000 tied up there since before the war. However, there's little likelihood that he'll be able to move any of that coin because of the freeze there.

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**The Exclusive and Amusing**



**LAURETTE — J. CHIRAC**

**LAURETTE and CLYMAS**  
**"DANCUMORISTS"**  
 5th RETURN ENGAGEMENT  
**HOLLENDEN HOTEL, CLEVELAND**



**'Comedy Dance Antics'**  
GOWNS BY ERNESTO  
(currently  
TOWERS THEATRE

**TOWERS THEATRE**  
**CAMDEN, N. J.**  
Dir.: **MATTY ROSEN**

for  
AUTHENTIC  
Rhumba Bands

**LEONARD GREEN AGENCY, inc.**  
139 E. 57th St., N. Y. C. PL. 9-7478

**MAXINE  
SULLIVAN**  
VILLAGE VANGUARD, New York  
NOW (Indefinitely)  
RADIO: Sundays, 3-3:15 P.M., WNEW  
Direction:  
MUSIC CORP. OF AMERICA

1. **Identify the main components of the system.** The system consists of a **client** and a **server**. The client is responsible for sending requests to the server and receiving responses. The server is responsible for processing requests and returning responses to the client.

## PROCEDURE COVERING AGVA MEMBERSHIP MEETINGS To Be Held Nationally, As Per Schedule Below

The American Guild of Variety Artists will hold membership meetings throughout the nation, as per the schedule below. Prior to the membership meetings, as outlined on schedule, the AGVA Certified Accountants shall verify the paid-up membership in each area to determine its number of delegates to the National Convention.

Any AGVA member in good standing as of July 31, 1947, may attend and vote at any of these meetings. Nominees for delegates to the National Convention may be nominated by any member or by petition of twenty or more members in good standing, but must be registered from the area they are to represent. The 20 or more signers of a petition to nominate, must all be members of the area for which the nomination is being made. All nominees from whatever source, shall be sent to the AGVA National Office, where nominees shall be listed alphabetically under the area for which they are nominated. Each area having 200 members or less shall be entitled to one delegate, and one delegate for each additional 200 or majority fraction thereof.

Ballots containing all nominations shall be sent to the entire AGVA membership, and those members in good standing, paid up as of July 31, 1947, shall vote by mail.

Nominees receiving the greatest number of votes in each area, up to the quota for the area, as determined by the Auditor's survey, shall be deemed elected delegates to the National Convention from that area. Tabulation of the votes shall be made by the National AGVA Certified Public Accountants, and the entire membership notified of the results.

Shortly thereafter, the convention city and the date of the Convention shall be set, and delegates from all jurisdictional areas in National AGVA shall gather therein and name the officers; President, Vice-President, Treasurer, etc., as well as the National Council for AGVA. Further, they will adopt the Constitution, set up by-laws, etc.

A suggested or proposed Constitution, approved by the International Board of the 4 A's, shall be turned over to the delegates so convening, to adopt, amend or reject, in whole or in part.

All of the above, starting with the membership meeting as per schedule and up to and including the Convention, wherein the delegates elected by the membership shall name the Officers, adopt the Constitution, set up by-laws, etc., is designed to give the AGVA membership the fullest possible rights to participate in the administration of the Union.

Transfer blanks, which gives the AGVA membership the right to transfer, will be mailed to the member on application. The purpose of the transfer is to give the AGVA member the right to transfer from the branch where he originally joined the organization, to any other branch in AGVA he may care to transfer to.

### FOLLOWING IS THE SCHEDULE OF NATIONAL MEMBERSHIP MEETINGS TO NOMINATE DELEGATES TO THE NATIONAL CONVENTION OF AGVA

BALTIMORE	September 15th	EASTERN PENNSYLVANIA AREA	
BOSTON AREA		Allentown	September 15th
Boston	September 15th	HOUSTON	September 20th
Providence	September 16th	KANSAS CITY, MO.	September 18th
Springfield, Mass.	September 17th	LOS ANGELES	September 17th
Hartford, Conn.	September 18th	MIAMI	September 15th
BUFFALO AREA		MONTREAL	September 15th
Buffalo	September 15th	NEWARK	September 15th
Rochester	September 16th	NEW ORLEANS	September 15th
CHICAGO	September 15th	NEW YORK	September 15th
CINCINNATI	September 15th	PHILADELPHIA	September 15th
CLEVELAND		PITTSBURGH	September 15th
Cleveland	September 16th	PORTLAND	September 18th
Youngstown	September 17th	ST. LOUIS, MO.	September 17th
Akron	September 18th	SAN FRANCISCO	September 15th
Columbus	September 15th	SEATTLE	September 17th
DALLAS	September 19th	ARIZONA AREA	
DETROIT AREA		Phoenix	September 15th
Detroit	September 15th		
Toledo	September 16th		

Important—To All Members  
Rush Your Permanent Address to  
**National AGVA**  
1697 B'way, New York 19, N. Y.

DON'T FAIL TO EXERCISE YOUR  
PREROGATIVE AS A MEMBER  
OF AGVA  
ATTEND THE MEETING—  
NOMINATE—VOTE

MATT SHELVEY  
National Director—AGVA













# B'way Spurts; Hope for Increase in Legion Convention: 'Annie' Shows Top Gam, Back to SRO 45G

Technically the 1947-48 season in legit starts Labor Day, next Monday (1), there being one Broadway musical listed to debut during the week.

"Annie Get Your Gun" improved somewhat last week with better weather, but by no means was it back on its feet again. Visitor volume has been steadily mounting in the past week, mainly because of the Legion convention the last half of this week. Legationals haven't gone for shows previously but now are now hopeful of some patronage from them.

"Best increase was scored by "Annie Get Your Gun" (25th week), which has been getting more and more agency sales indicating the return to capacity pace. "Oklahoma!" improved and registered the best gross of the summer.

**Estimates for Last Week**  
Keys: C (Comedy), D (Drama), CD (Comedy-Drama), R (Romance), M (Musical), O (Operetta).

"All My Sons," Coronet (30th week) (C-1,085; \$4.80). Picked up further, the gross being approximately \$25,000; visitor level moderately upstair.

"Annie Get Your Gun," Imperial (67th week) (M-1,427; \$6.60). Return of musical star Ethel Merman accounted for steady increase in gross; week went back to virtual capacity, up \$4,000.

"Born Yesterday," Lyceum (42nd week) (C-908; \$4.90). Barged ahead past last week's record, Saturday again was under normal for stay; up \$17,000.

"Brigadoon," Ziegfeld (24th week) (C-1,010; \$4.80). Continued to sell virtually every seat as it completes sixth month (next week); figured over \$42,000 and aimed through new season.

"Call Me Mister," Majestic (71st week) (M-1,659; \$4.80). Improved to \$20,000 or better with further average profit earned; may move to another house when "Allergic" arrives.

"This House Party," Broadway (33rd week) (C-920; \$4.80). Return of last season's comic musicals that should span the new season; \$42,000 is the new capacity.

"Happy Birthday," Broadway (43d week) (C-1,160; \$4.80). Picked up to better the previous week's business at Friday (22) night cancellations because of an accident to Helen Hayes, who resumed Saturday; \$18,000 in seven days.

"Harvey," 48th St. (147th week) (C-1,020; \$4.80). Jimmy Stewart's draw continued at capacity, the gross bettering \$18,000. Friday pay receipts were weak, and continued through new season anticipated.

"Medicine of the Mind" (13th week) (M-2,294; \$2.40). On a 10-percentage basis, added to last week's list; top money, over \$50,000 gained.

"The Love of Mary," Music Box (29th week) (C-970; \$4.80). Continued to be quoted at better than \$100,000; laugh show for the autumn.

"Cathedrala," St. James (227th week) (C-1,065; \$4.80). Amazing vitality of champagne-run musical grown in past several weeks; more visitors; income around \$24,000.

"State of the Union" (102d week) (C-1,157; \$4.80). In final three weeks; well over \$13,000.

"The Medium" and "The Telephone," Barrymore (17th week) (M-1,840; \$4.80). May also come to dates in fall rather than four to road season around \$20,000.

"Voice of the Turtle," Morosco (17th week) (C-938; \$3.80). Picked up last week; \$15,000; around \$8,500, best figure in past two months.

"The Great Waltz," Broadway (17th week) (C-1,075; \$3.80). Picked up last week; \$15,000; around \$8,500, best figure in past two months.

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up with field last week, too, and was credited with bettering \$7,500; again for comedy with mostly junior cast.

"Batschelet," Belasco (35th week) (C-1,085; \$4.80). Waxed in the pose of playing through summer, and did prosper when moving to road; \$10,000.

"Sweethearts," Shubert (31st week) (C-1,180; \$4.80). Waxed in the pose of playing through summer, and did prosper when moving to road; \$10,000.

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## Roots' 10G, A.C.

Atlantic City, Aug. 26. "Deep Are the Roots" (10G), by R. Scott & Brett Charles, did \$10,000 at the Auditorium theatre last week.

"Caucasia," by R. Scott & Brett Charles, did \$10,000 at the Auditorium theatre last week.

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# Chi Outlasts Heat; 'Lives Capacity' \$21,200, 'Carousel' Tops at \$34,000

## Plays Abroad

Continued from page 50

**Girl Who**—The play, which has been running since last week, has been running since last week.

**Patricia Plunkett**, who registered in last year's production of "Ella," did \$21,200 at the Chicago Theatre.

**Clifford Mollison** at the Chicago Theatre, who registered in last year's production of "Ella," did \$21,200 at the Chicago Theatre.

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Chicago, Aug. 26. Legit business continued the second week to be up against an average of \$21,200, but the all-around take for the surviving four was unexpectedly good.

"Private Lives" continued to pull its capacity, grossing over \$21,200 at the Chicago Theatre. "Carousel" did \$34,000, its 13th week was still the top coin puller.

"Civic Opera," House, dark since "Red Mill" left in July, will be re-opened by the Chicago Opera House on Friday, Sept. 1, for the 1947-48 season.

"Born Yesterday," Erlanger (26th week) (C-1,085; \$4.80). Looks like it will hit about mid-October.

"Private Lives" (13th week) (C-1,085; \$4.80). Looks like it will hit about mid-October.

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# "Be Lovelier Tonight!"

"My Beauty Facials bring quick new Loveliness"

*Myrna Loy*



MYRNA LOY

star of

RKO Radio Pictures

"THE BACHELOR AND  
THE BOBBY SOXER"

*Now Showing Locally*

"It's thrilling the way Lux Toilet Soap facials leave skin softer, smoother," says lovely Myrna Loy. "I cover my face with the rich fragrant lather and work it well in. Then I rinse with warm water, splash with cold. As I pat with a soft towel to dry, skin takes on fresh new beauty!"

Don't let neglect cheat you of Romance. Take Hollywood's tip! This beauty care Myrna Loy recommends will make you lovelier tonight!



"I'm certainly glad I took Myrna Loy's tip! Her Active-lather facials are so quick and easy but they really work!"

"It's amazing how these beauty facials leave skin softer, smoother—really lovelier! Gentle Lux Soap care is right for delicate skin."



Lux girls know a lovely smooth complexion wins Romance! In recent tests of these beauty facials by skin specialists, actually 3 out of 4 complexions improved in a short time.



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fine LEVER  
product

9 out of 10 Screen Stars use Lux Toilet Soap — *Lux Girls are Lovelier!*

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